

Public Opinion Research ▶▶

BC Provincial Election:

A deeper dive

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BC Election Release

This BC Election release includes results from 3 new Innovative Research Group surveys conducted over the past two weeks.

These include two online surveys and one live-caller, mixed cell and landline telephone study.

Study	Sampling method	N size	Dates
Telephone study	Live-caller, mixed cell/landline	600	April 25 th to April 30 th
Online, May 1 wave	Online survey	500	April 28 th to May 1 st
Online, April 23 wave	Online survey	1,000	April 20 th to April 23 rd

Phone Methodology

- Our telephone survey was conducted , from April 25th to 30th, 2017 using live-caller interviews to landline and cellular telephones
- 606 randomly-selected British Columbia residents, 18 years of age and older were included in the sample.
- Only one respondent per household was eligible to complete this survey. The final sample includes both landline and cell phone respondents, so that individuals who don't have a landline are represented.
- The sample has been weighted to n=600 by age, gender and region using the latest available data, 2011 Census, to reflect actual demographic composition of the population.
- The margin of error is approximately $\pm 4.0\%$, 19 times out of 20.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

Online Methodology

- These are the findings of two new Innovative Research Group (INNOVATIVE) online polls. The first survey was conducted from April 20th to April 23rd, 2017 (April 23 wave). The second wave took place from April 28th to May 1st, 2017 (May 1 Wave). The results also include tracking from INNOVATIVE's monthly online Canada This Month surveys since 2013.
- The both surveys were conducted on INNOVATIVE's Canada 20/20 national research panel with additional sample from SSI, a leading provider of online sample. The April 23 wave interviewed 1,104 British Columbians; the May 1 wave interviewed 546 British Columbians.
- The results of the April 23 wave are weighted to n=1,000; and the results of the May 1 wave are weighted to N=500. Weights are based on Census data from Statistics Canada.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once.
- This is a representative sample. However, because the online survey was not a random probability based sample, a margin of error cannot be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*



Provincial Vote - Online

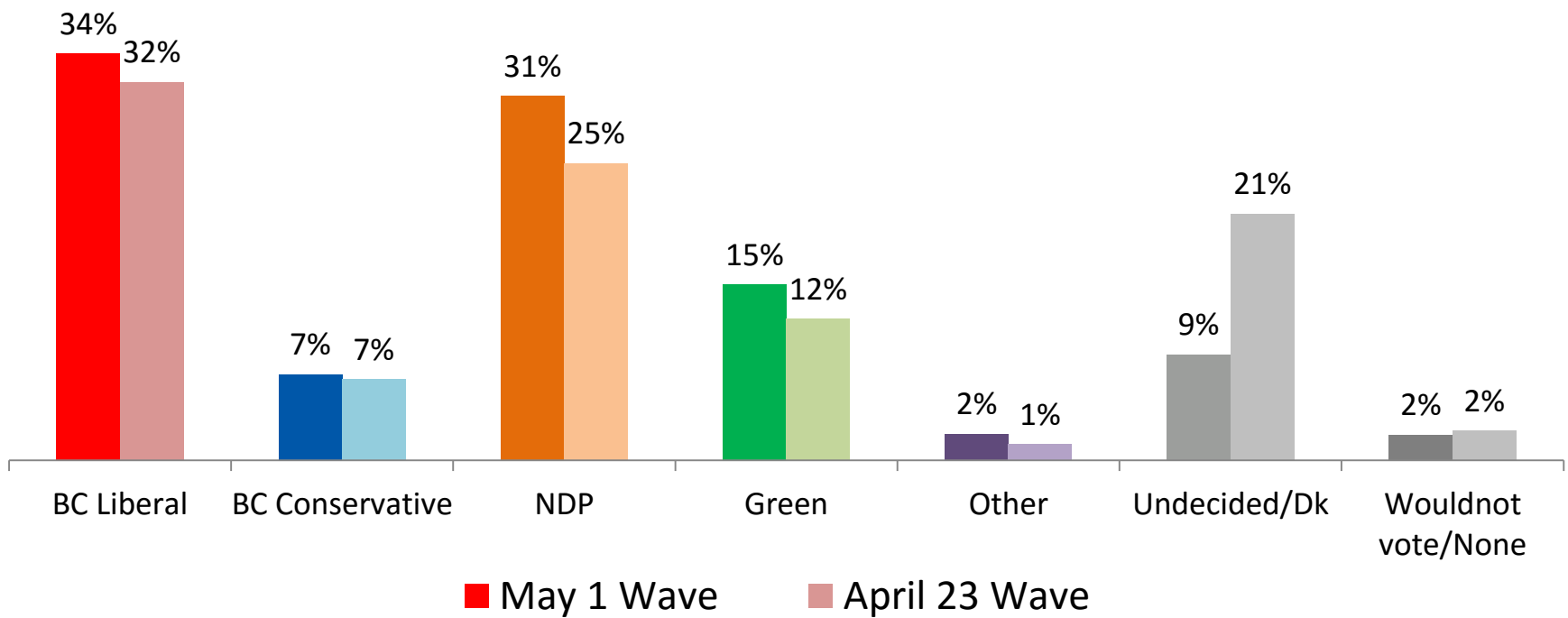
Summary: Opinion favours BC Liberals in the final stretch

BC Liberals hold narrow lead on vote, key battleground segment and ID. Opinion is hardening among the main party bases headed into the final stretch and appears to favour the BC Liberals.

- In the most recent wave of online tracking, BC Liberals lead over the NDP narrows from 7 points (April 23: 32% to 25%) to 3 points (34% to 31%). Just 9% remain undecided headed into the final week.
- Since late April, the NDP has made gains among men 18-34 (25% to 33%) and women 35-54 (24% to 35%) while the BC Liberals have picked up more women aged 55+ (34% to 47%).
- Green are still a strong second choice with 1-in-4 (26%) who would choose them second in both online waves. And a majority of likely NDP voters would chose Green as their second choice.
- More than 6-in-10 (63%) have heard all they need to make up their minds. Likely Greens seem most open to a change of vote, with 40% who would like to hear more.
- In our battleground segments, Core Liberals (30%) lead NDP by six points (24%) with 5% who could swing to either party.
- NDP have made gains on party ID this year, but BC Liberals still hold a commanding lead (29% to 22%). The “core” battleground camps have gotten stronger over the last few weeks- more than 8-in-10 who identify as either Liberal, NDP or Green would vote for their respective party.
- BC Liberals show sustained strength in large base of “safe” and “likely” seats, while the NDP show some vulnerability to Greens in their smaller base of “safe and “likely” seats. BC Liberals lead with 49% of the decided vote in their “safe/likely” seats with 28% NDP and 13% who would vote Green. In NDP “safe/likely” seats though, only 42% would vote NDP with 7% who would vote BC Liberal and a much higher Green vote percentage, nearly 1-in-4 (23%).
- The NDP is competitive in the Lower Mainland (BC Liberal: 39%; NDP: 38%) but has lost significant ground to the Greens on Vancouver Island (BC Liberal or Green: 31%; NDP: 27%).

Combined Provincial Vote: 34% would vote Liberal, followed by 31% who would vote for NDP, 15% Green, 7% Conservative

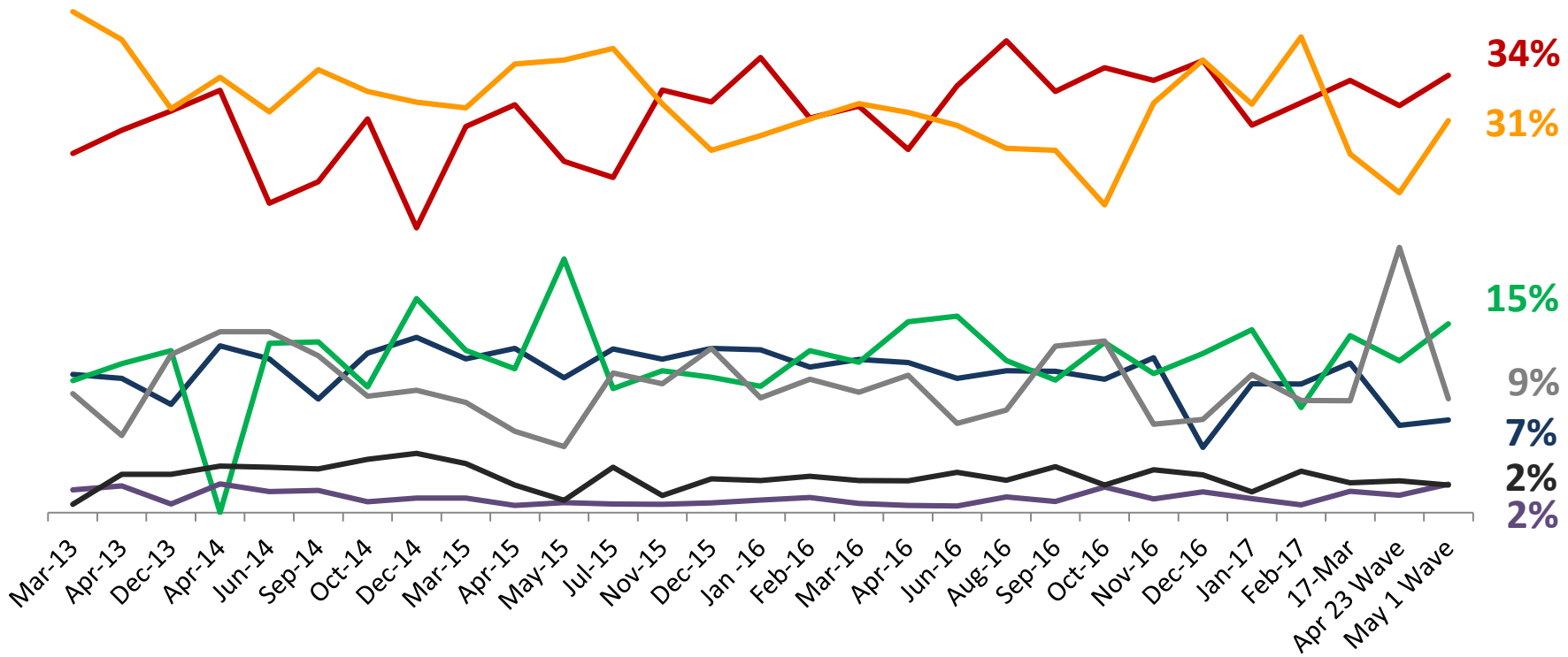
Q If a provincial election were held today, which party would you vote for?
[asked of all respondents in BC, April 23 Wave n=1000, May 1 Wave n=500]



Combined Provincial Vote: NDP (31%) now trail the Liberals 9 by 3 points; drop in those who are undecided to 9%



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN] [Tracking data since January 2013]



- BC Liberal
- BC Conservative
- NDP
- Green
- Other
- Undecided DK
- Would not vote/ None

Combined vote demographics: Libs in decline among male 35-54, increase among women 55+, NDP rise for women 35-54

Age / Gender

	Male 18-34		Male 35-54		Male 55+		Female 18-34		Female 35-54		Female 55+	
	Apr 23	May 1	Apr 23	May 1	Apr 23	May 1	Apr 23	May 1	Apr 23	May 1	Apr 23	May 1
Tracking wave	Apr 23	May 1	Apr 23	May 1	Apr 23	May 1	Apr 23	May 1	Apr 23	May 1	Apr 23	May 1
BC Liberal	29%	27%	35%	27%	41%	47%	29%	28%	23%	25%	34%	47%
NDP	25%	33%	23%	29%	26%	27%	24%	27%	24%	35%	27%	32%
Green	10%	13%	12%	20%	12%	17%	12%	14%	12%	14%	13%	10%
BC Conservative	11%	8%	9%	11%	2%	2%	8%	12%	8%	8%	4%	4%
Other	1%	0%	1%	4%	2%	1%	1%	1%	0%	2%	3%	4%
Would not vote	3%	3%	2%	2%	2%	0%	3%	3%	6%	4%	0%	1%
Undecided/DK	21%	15%	18%	7%	15%	6%	24%	14%	28%	12%	19%	1%

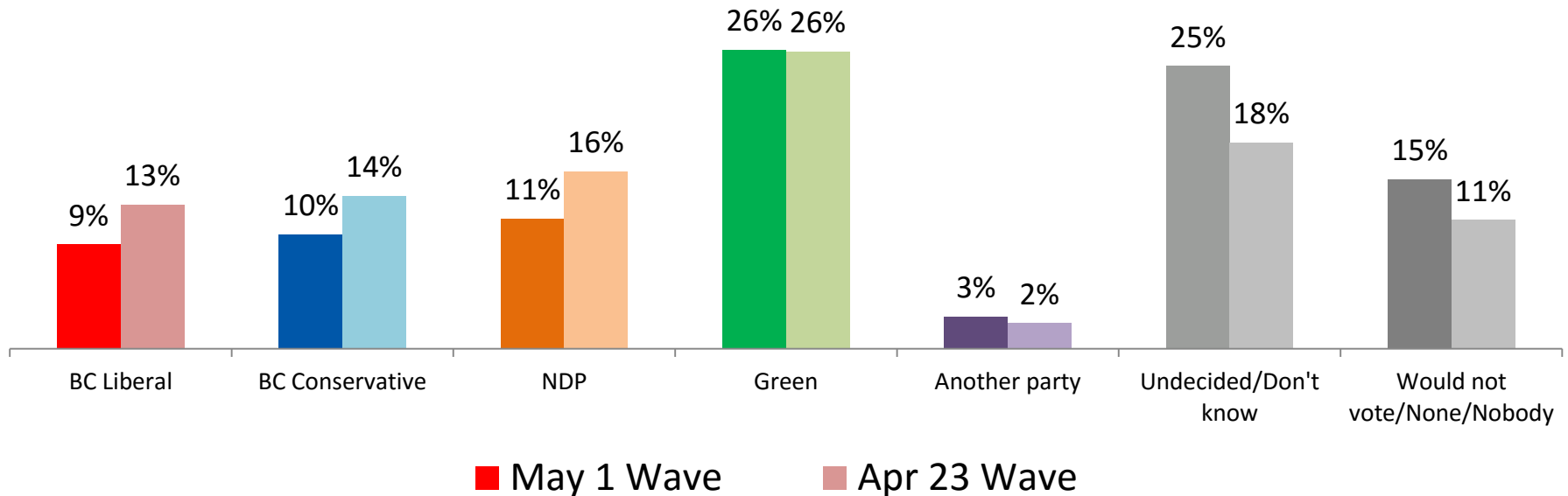
Note: Table shows column percentages

Provincial Vote – Second Choice: roughly 1-in-4 (26%) selected Green as second choice, and 1-in-4 are undecided



And which party would be your second choice?

[asked of all respondents who selected first choice in BC, April 23 Wave n=876; May 1 Wave n=500]



Second Choice by Combined: Majority of second choice for NDP remains Green, plurality of Greens select NDP for second

Q And which party would be your second choice?

	First Choice: BC Liberal		First Choice: NDP		First Choice: Green		First Choice: BC Conservative	
	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1
Second Choice: BC Liberal	--	--	20%	11%	14%	24%	41%	33%
Second Choice: NDP	15%	12%	--	--	42%	38%	20%	22%
Second Choice: Green	21%	24%	51%	54%	--	--	14%	16%
Second Choice: BC Conservative	25%	20%	7%	8%	7%	3%	--	--
Second Choice: Other	2%	3%	3%	1%	0%	2%	1%	2%
Second Choice: Would not vote	17%	22%	7%	9%	12%	10%	9%	13%
Second Choice: Undecided/DK	20%	19%	13%	16%	25%	24%	14%	14%

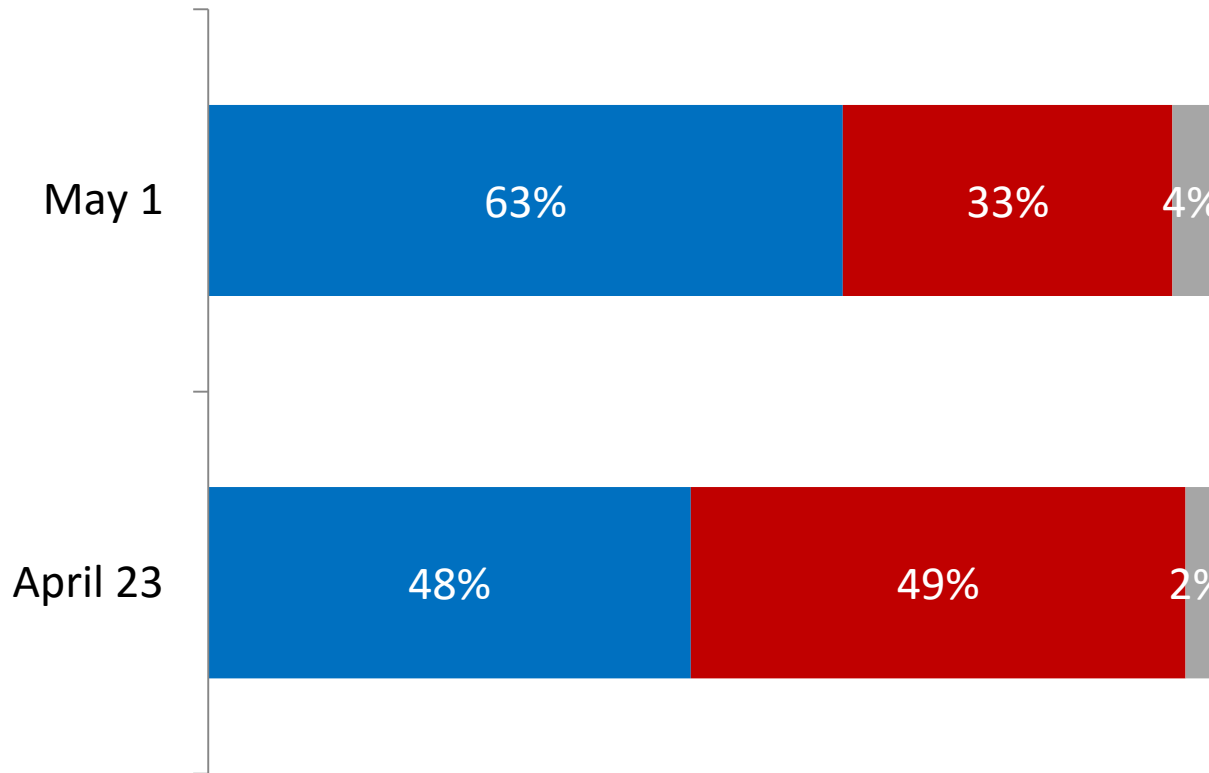
Note: Table shows column percentages

Made up your mind: over 6-in-10 believe they have heard all¹³ they need to make up their minds in the election



Which statement is closest to your view about the upcoming provincial election?

[asked only of respondents who have a 2nd choice, April 23 Wave n=617, May 1 Wave n=500]



■ I have heard all I need to make up my mind in this election

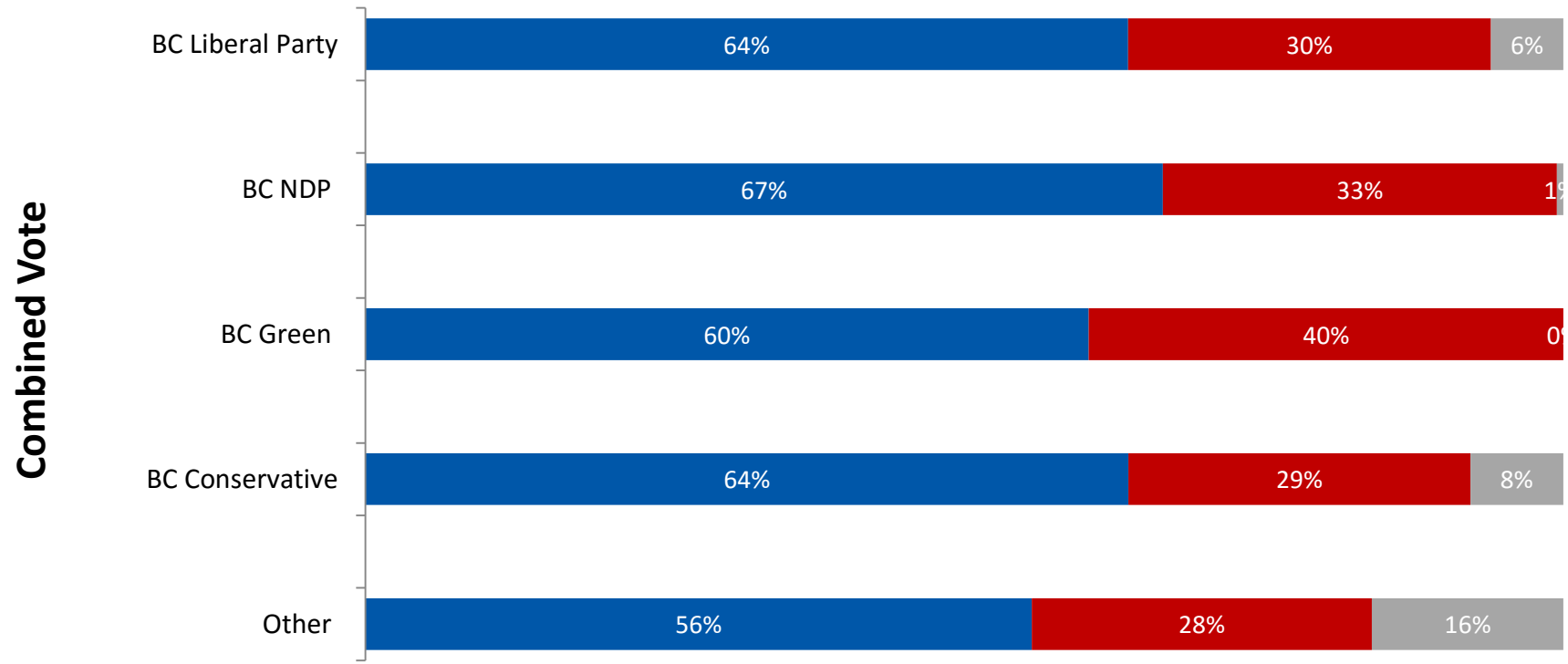
■ I would like to hear more before I finally make up my mind in this election

Close to 2-in-3 Liberals and NDP have heard all they need, 2-in-5 Greens would like to hear more

Firmness of vote or no second choice by vote choice

[asked of all respondents, n=500]

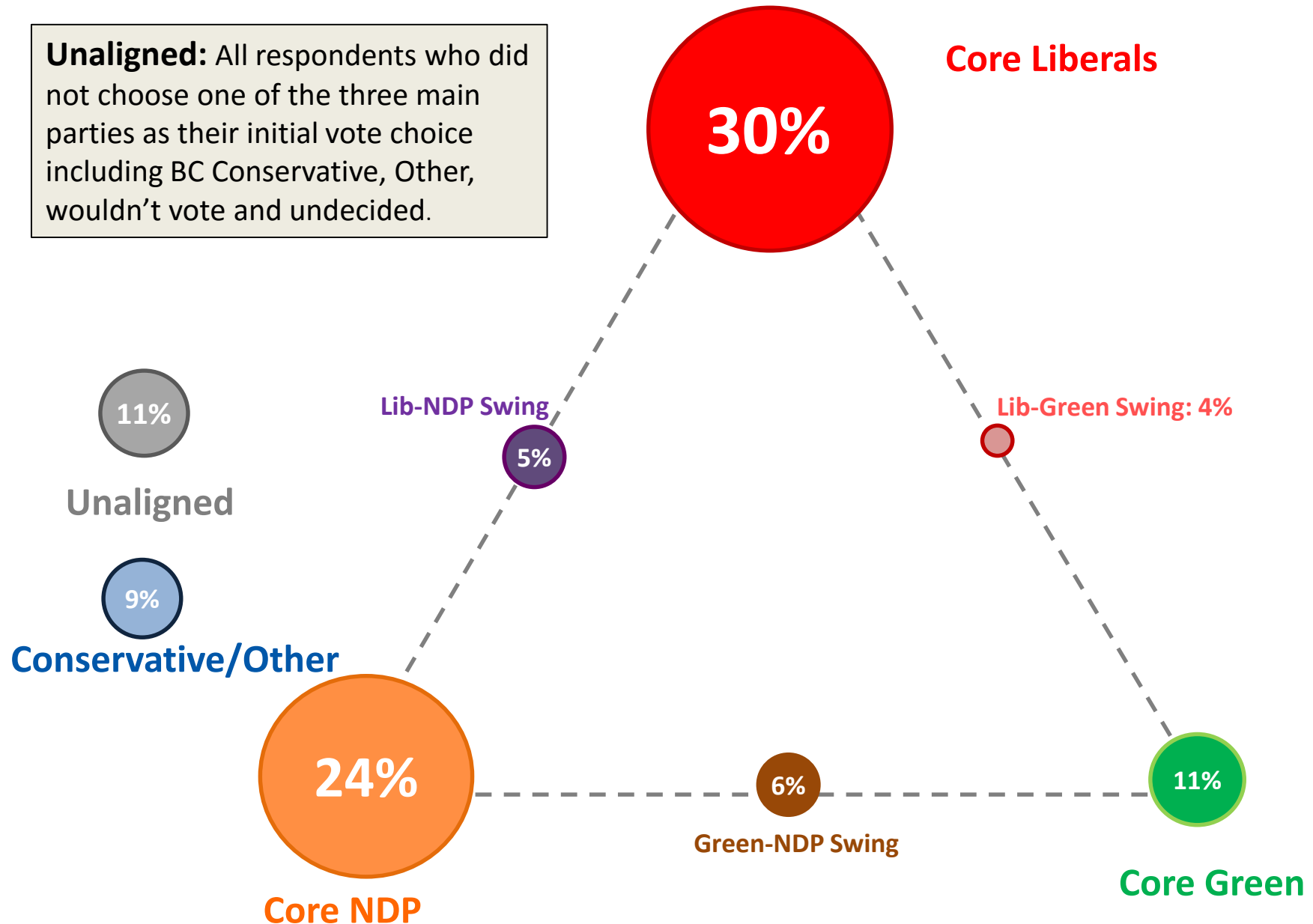
May 1 results



- I have heard all I need to make up my mind in this election
- I would like to hear more before I make up my mind in this election
- Don't Know

BC Provincial Battleground Segments

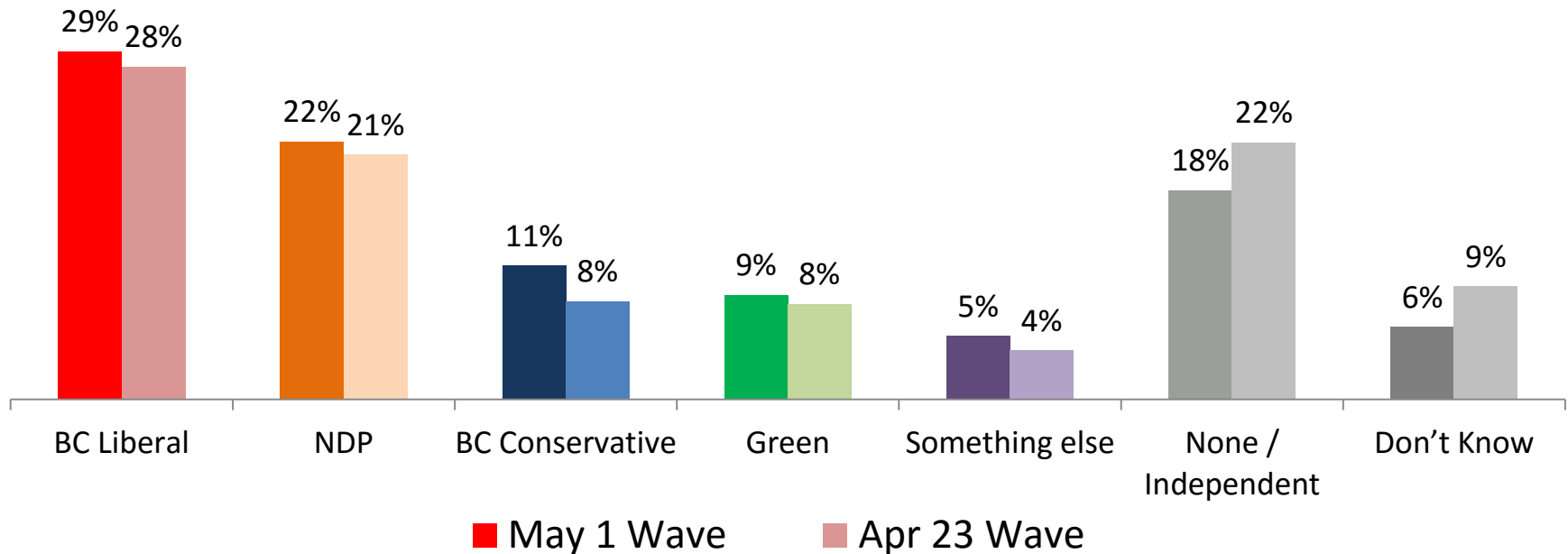
Unaligned: All respondents who did not choose one of the three main parties as their initial vote choice including BC Conservative, Other, wouldn't vote and undecided.



Provincial Party ID: nearly 3-in-10 (29%) identify as BC Liberal, 2-in-10 (22%) as NDP and 11% as BC Conservative



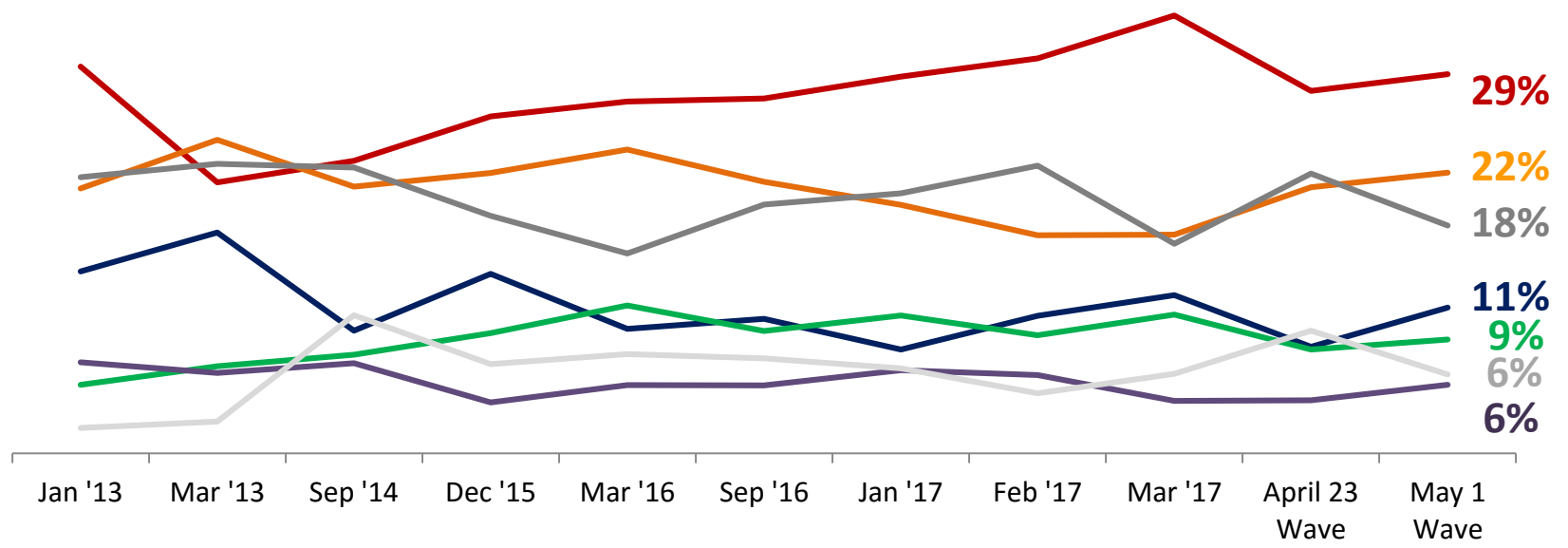
Thinking about politics in **[BRITISH COLUMBIA]**, generally speaking, do you usually think of yourself as a...
[asked of all respondents in BC, n=1000, May 1 Wave n=500]



Provincial ID (BC): NDP (22%) returns to Mar '16 levels, Liberals see a slight increase from Apr. 23



Thinking about politics in [BRITISH COLUMBIA], generally speaking, do you usually think of yourself as a...
 [Tracking data since January 2013]



— BC Liberal
 — NDP
 — BC Conservative
 — Green
— Other
 — None/Independent
 — Don't know



Combined Vote by Party ID: NDP partisans most loyal (88%),¹⁸ more than 1-in-10 (12%) Green ID'ers plan to vote NDP

		Party Identification									
		BC Liberal		NDP		Green		Other		None/ /Independent/ Don't Know	
Combined Vote	Tracking Wave	Apr 23	May 1	Apr 23	May 1	Apr 23	May 1	Apr 23	May 1	Apr 23	May 1
	BC Liberal	74%	80%	6%	5%	9%	1%	23%	29%	20%	19%
	NDP	6%	8%	78%	88%	13%	12%	10%	16%	15%	23%
	Green	4%	6%	7%	6%	65%	84%	5%	10%	11%	11%
	BC Conservative	2%	3%	2%	1%	4%	0%	31%	32%	5%	4%
	Other	1%	0%	0%	0%	0%	0%	4%	9%	2%	3%
	Would not vote	0%	0%	0%	0%	1%	2%	2%	1%	7%	8%
	Undecided/DK	12%	2%	7%	1%	8%	0%	25%	3%	39%	32%

Note: Table shows column percentages

Vote battlegrounds by Party ID: “core” camps getting stronger for Liberals, NDP, and Green

		Party Identification									
		BC Liberal		NDP		Green		Other		None/ /Independent/ Don't Know	
Battleground Groups	Tracking Wave	Apr 23	May 1	Apr 23	May 1	Apr. 23	May 1	Apr 23	May 1	Apr 23	May 1
	Core BC Liberal	64%	72%	4%	4%	1%	1%	22%	23%	15%	16%
	Liberal-NDP Swing	9%	5%	10%	5%	1%	0%	3%	5%	5%	4%
	Core NDP	4%	4%	58%	74%	7%	9%	8%	14%	10%	17%
	NDP-Green Swing	1%	3%	16%	11%	16%	14%	1%	3%	5%	4%
	Core Green	3%	3%	3%	4%	49%	70%	5%	7%	8%	9%
	Green-Liberal Swing	4%	8%	0%	1%	11%	3%	0%	2%	4%	2%
	Unaligned	12%	2%	7%	1%	10%	2%	27%	4%	46%	40%
	Conservative/Other	3%	3%	2%	1%	4%	0%	35%	41%	8%	7%

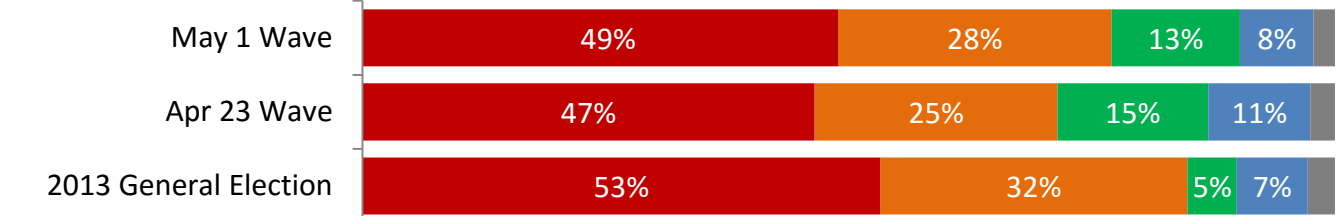
Note: Table shows column percentages

Decided vote by district type: Both parties leading in safe seats, but NDP may be vulnerable to Greens in some

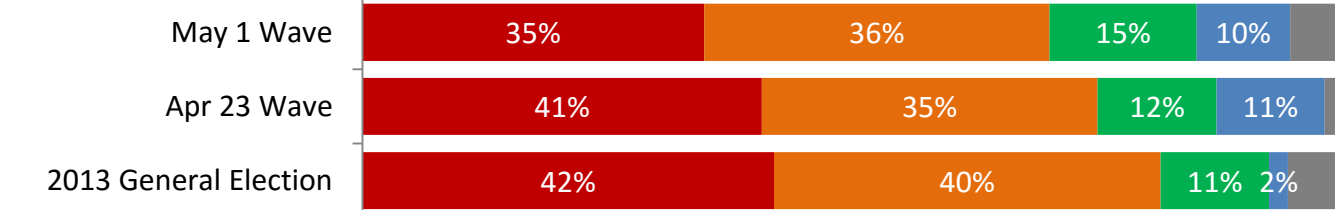
BC provincial decided vote

[Asked of all respondents; N=1000 April 23 wave; N=500 May 1 wave]

Safe/Likely Liberal



Swing/Other



Safe/Likely NDP



■ BC Liberal ■ NDP ■ Green ■ Conservative ■ Other

2013 Seats won*

	Liberal	NDP	Green	Ind.
Safe/Likely Liberal	40	0	0	0
Swing/Other	10	6	1	1
Safe/Likely NDP	0	29	0	0

*2013 results are estimated based on a redistribution of 2013 results to the new riding boundaries.

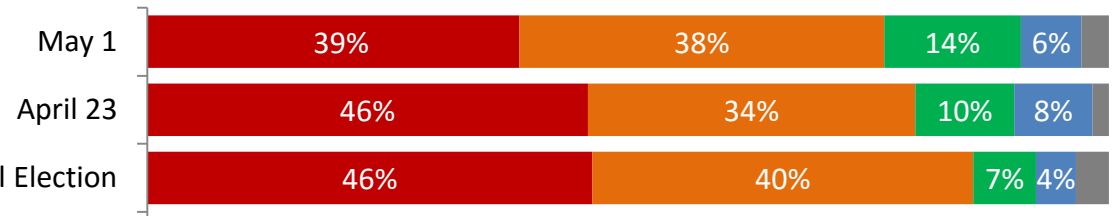


Decided vote by region: NDP competitive in Lower Mainland²¹ on flagging BCL support, but struggling on Vancouver Island

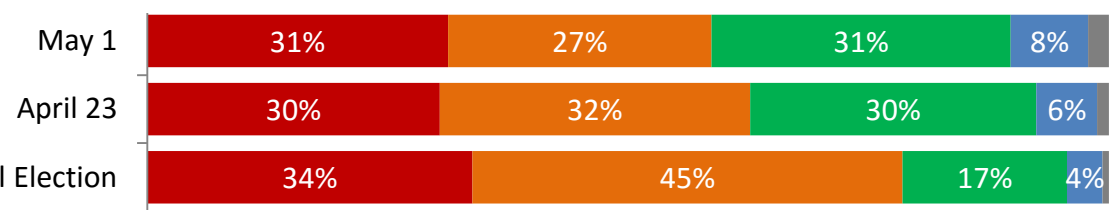
BC provincial decided vote

[Asked of all respondents; N=1000 April 23 wave; N=500 May 1 wave]

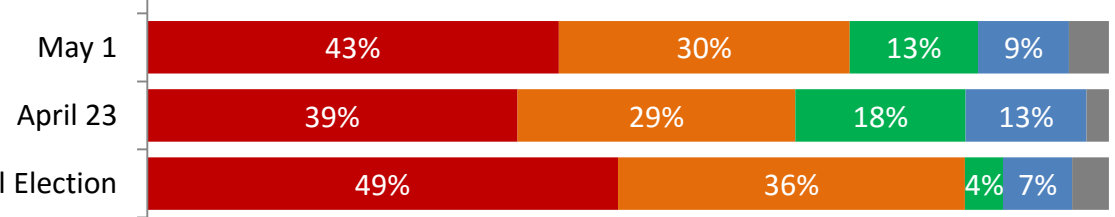
Lower Mainland/Fraser Valley



Vancouver Island/Sunshine Coast



Interior/North



■ BC Liberal ■ NDP ■ Green ■ Conservative ■ Other

2013 Seats won*

	Liberal	NDP	Green	Ind.
Lower Mainland/Fraser Valley	30	17	0	1
Vancouver Island/Sunshine Coast	2	12	1	0
Interior/North	18	6	0	0

*2013 results are estimated based on a redistribution of 2013 results to the new riding boundaries.



Most Important Issue

Results from Apr 23 Wave

Summary: Affordable housing top issue in province, no clear party favourite to handle it

Housing, health and economy/jobs top issues; no clear favourite between BC Liberal and NDP on which party is best to handle them.

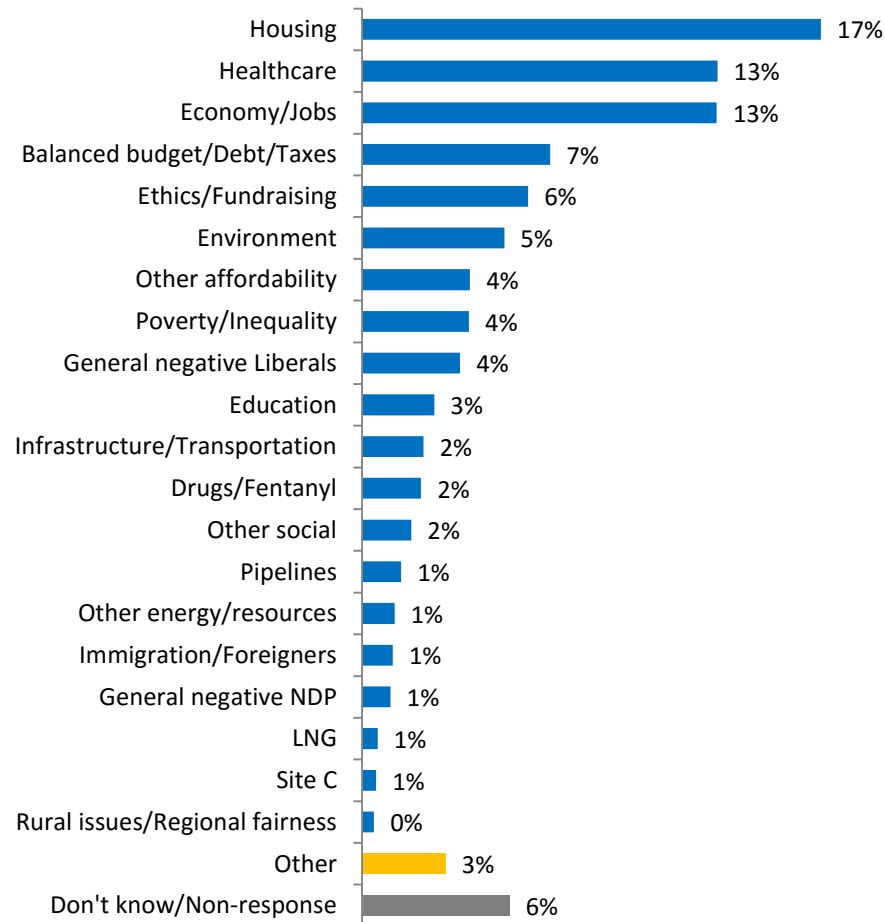
- When asked what the most important problem is facing the government in BC, nearly 2-in-10 (17%) say affordable housing and 13% say either “healthcare” or “economy/jobs”.
- While a strong plurality (43%) think there are major differences between the parties on the top issue, opinion is divided (BC Liberal: 27%; NDP: 26%) or ambivalent (Undecided/Don’t know: 26%) on which party has the best ideas to solve it.
- 2-in-3 (68%) respondents feel there are differences between the parties on affordable housing and healthcare and 8-in-10 think there are differences on jobs and the economy.
- On affordable housing, opinion is split on whether the BC Liberals (26%) or NDP (28%) have the best ideas. Healthcare slightly favours the NDP (32%) over the BC Liberals. But the BC Liberals hold a 4-1 lead over the NDP on the economy and jobs (48% to 12%).

Most Important Problem: housing and healthcare are top of mind for respondents in British Columbia

Q

What do you think is the most important problem facing the provincial government here in British Columbia?

[asked of all respondents; n=1,000]

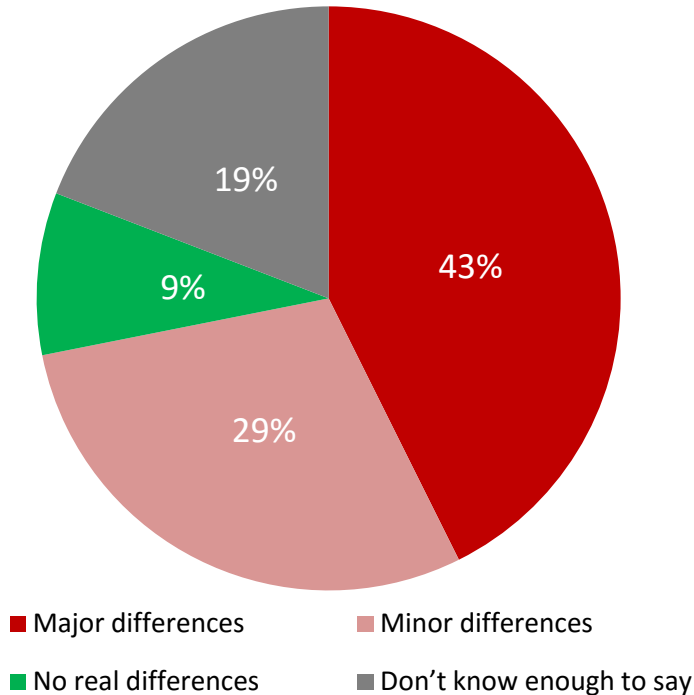


Tackling problems: 43% cite major differences between parties, a split between BC Liberals and NDP to solve issues

Q

From what you have read, seen or heard, do you think there are major differences between political parties in your province on this issue, minor differences between political parties in your province on this issue, no real differences between political parties on this issue or do you not know enough to say?

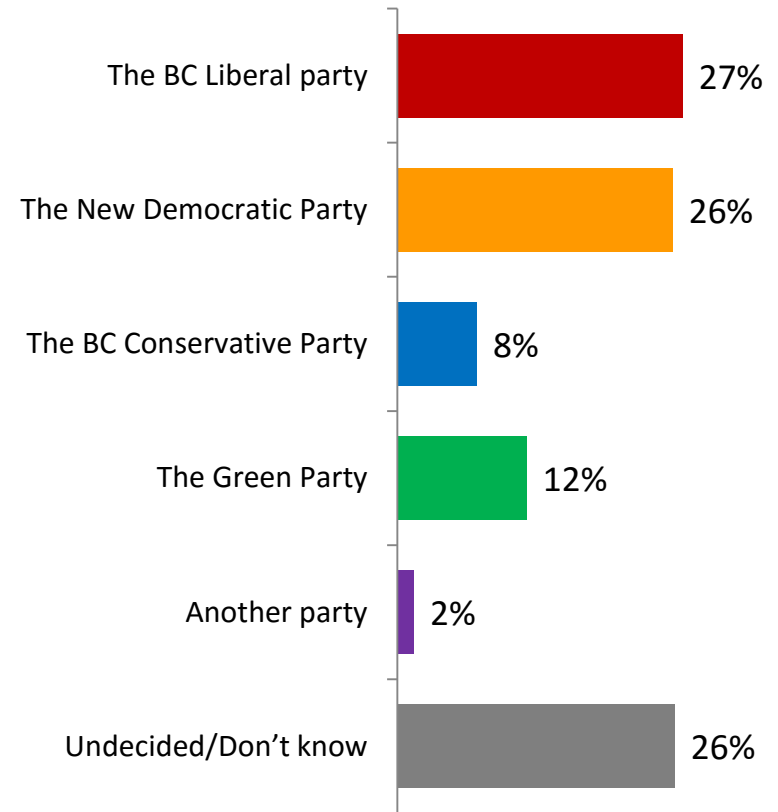
[asked of all respondents, n=1,000]



Q

Again, from what you have read, seen or heard, which party do feel has the best ideas to deal with the most important problem facing the provincial government?

[asked of all respondents, n=1000]

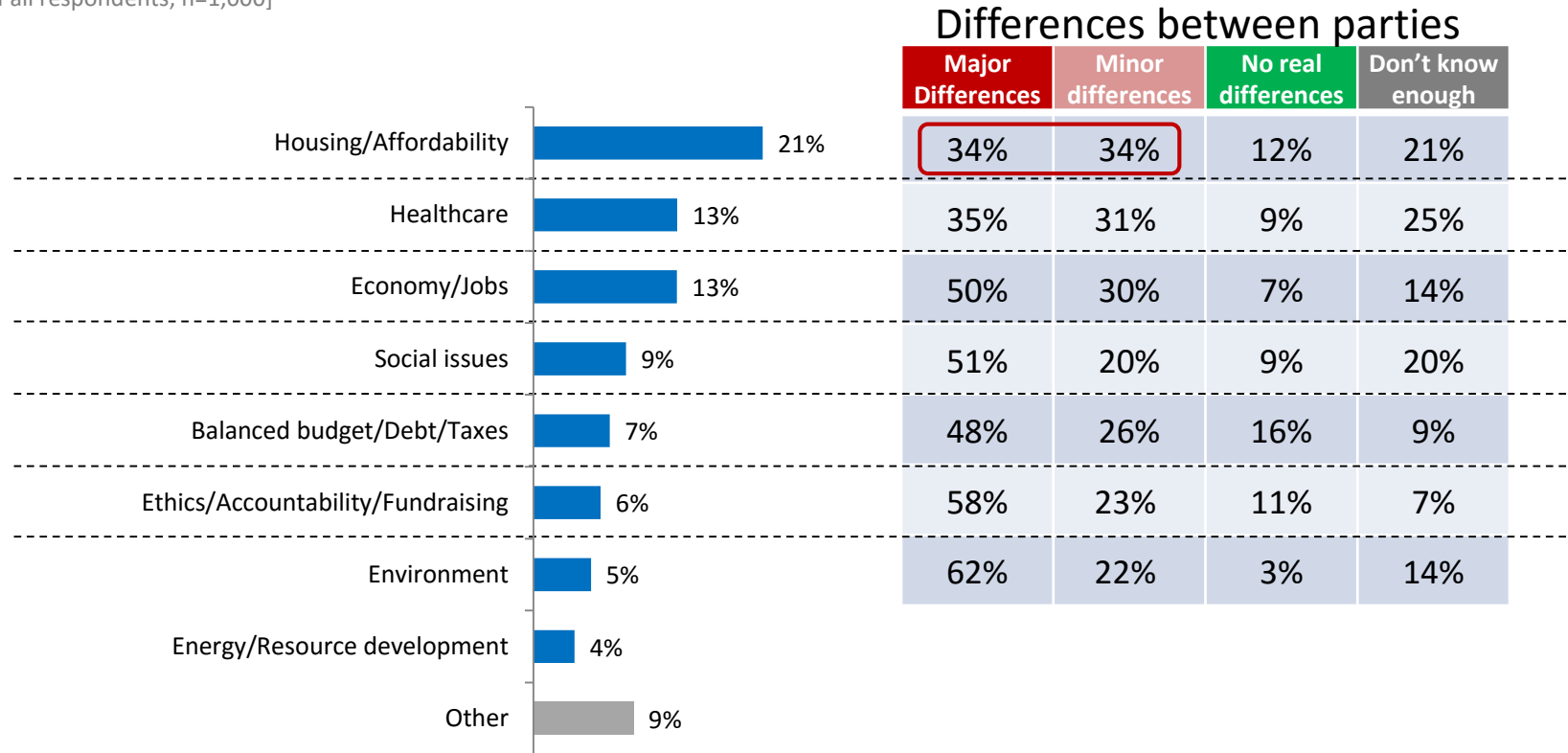


A third of those who see housing/affordability as the most important issue cite there are differences between parties ²⁶

Q

What do you think is the most important problem facing the provincial government here in British Columbia?

[asked of all respondents; n=1,000]

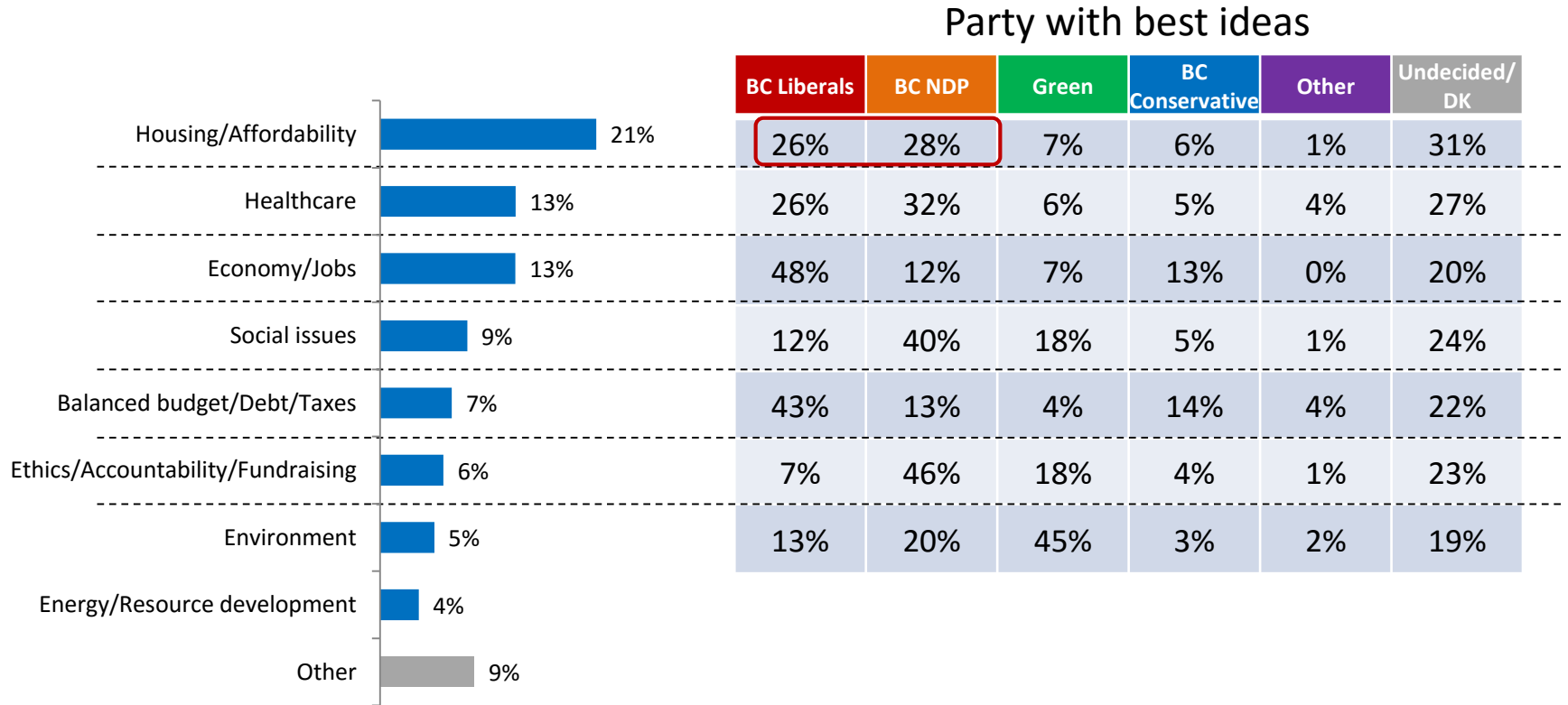


Note: Most important issues are collapsed. "Don't Know/Bad respondent" (7%) not shown. Impact only shown for responses with unweighted N size of at least 50

Nearly 3-in-10 of those who see housing/affordability as the most important issue cite BC Liberals or NDP as best



What do you think is the most important problem facing the provincial government here in British Columbia?
 [asked of all respondents; n=1000]



Note: Most important issues are collapsed. “Don’t Know/Bad respondent” (7%) not shown. Impact only shown for responses with unweighted N size of at least 50

Campaign Dynamics

Results from Apr 23 Wave

Summary: NDP seems to connect better emotionally with voters than BC Liberals; Weaver still an unknown

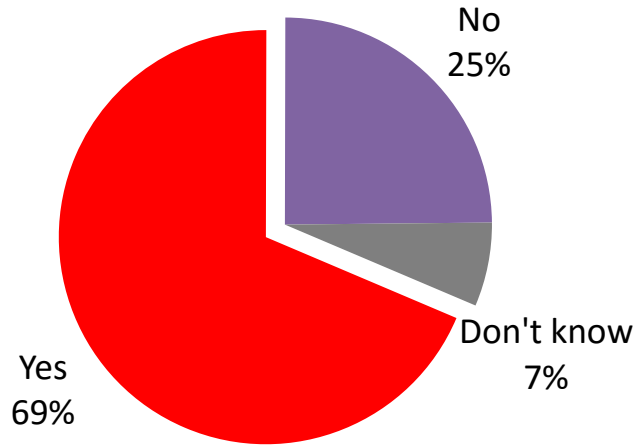
NDP seem to connect better emotionally with voters generally and their base better than BC Liberals. And those who have read, seen or heard about Horgan tend to like what they hear. Weaver is still an unknown but those who have heard something respond favourably.

- Most have read, seen or heard (RSH) about Clark (69%) and Horgan (59%) compared to just 35% for Weaver.
- NDP-ers (+57) and Green (+52) identifiers are left feeling more favourable towards their party from what they've read, seen or heard than those who identify as BC Liberal (+19).
- Most RSH items about **Clark** are the election campaign and promises as well as advertisement; both have a net negative impact.
- Most RSH items about **Horgan** are the campaign platform and ads; both mentions have a net positive impact.
- RSH impact about **Weaver** is positive: campaign trail and platform (+30), debate (+20), and interviews (+18).
- On emotional impact, more respondents have stronger negative emotions towards Clark than Hogan: 32% are angry about Clark and the BC Liberals versus 14% who say the same about Horgan and the NDP. And, by a 2-1 margin, those who identify as NDP (42%) are more excited than BC Liberals (19%) about their own candidate and party.
- Time-for-a-change BC Liberals are more excited (32%) about Clark than other segments.
- Those in the "Anybody but Clark" segmentation are more angry (69%) at Clark than they are afraid (45%).

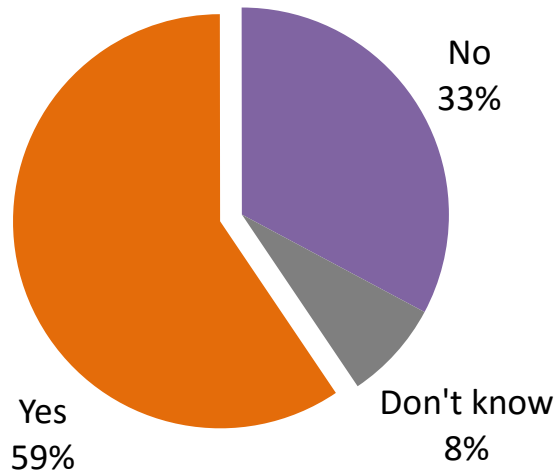
Read, seen, heard: over 6-in-10 have read, seen or heard about Clark and Horgan; only 35% have RSH about Weaver

Q Have you read, seen or heard anything about [Leader and party] in the last few days?

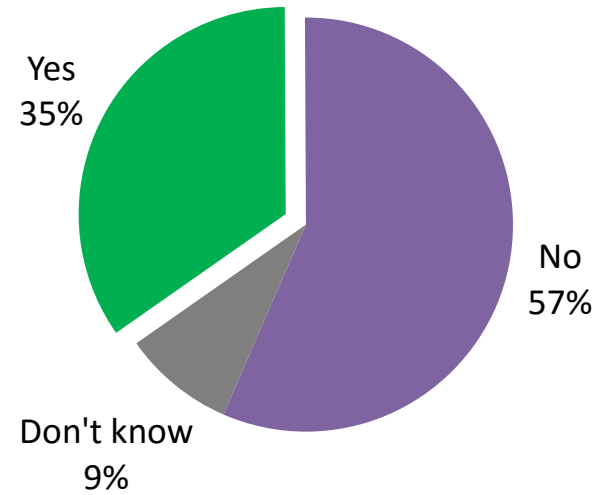
Christy Clark and the BC Liberals party



John Horgan and the BC NDP



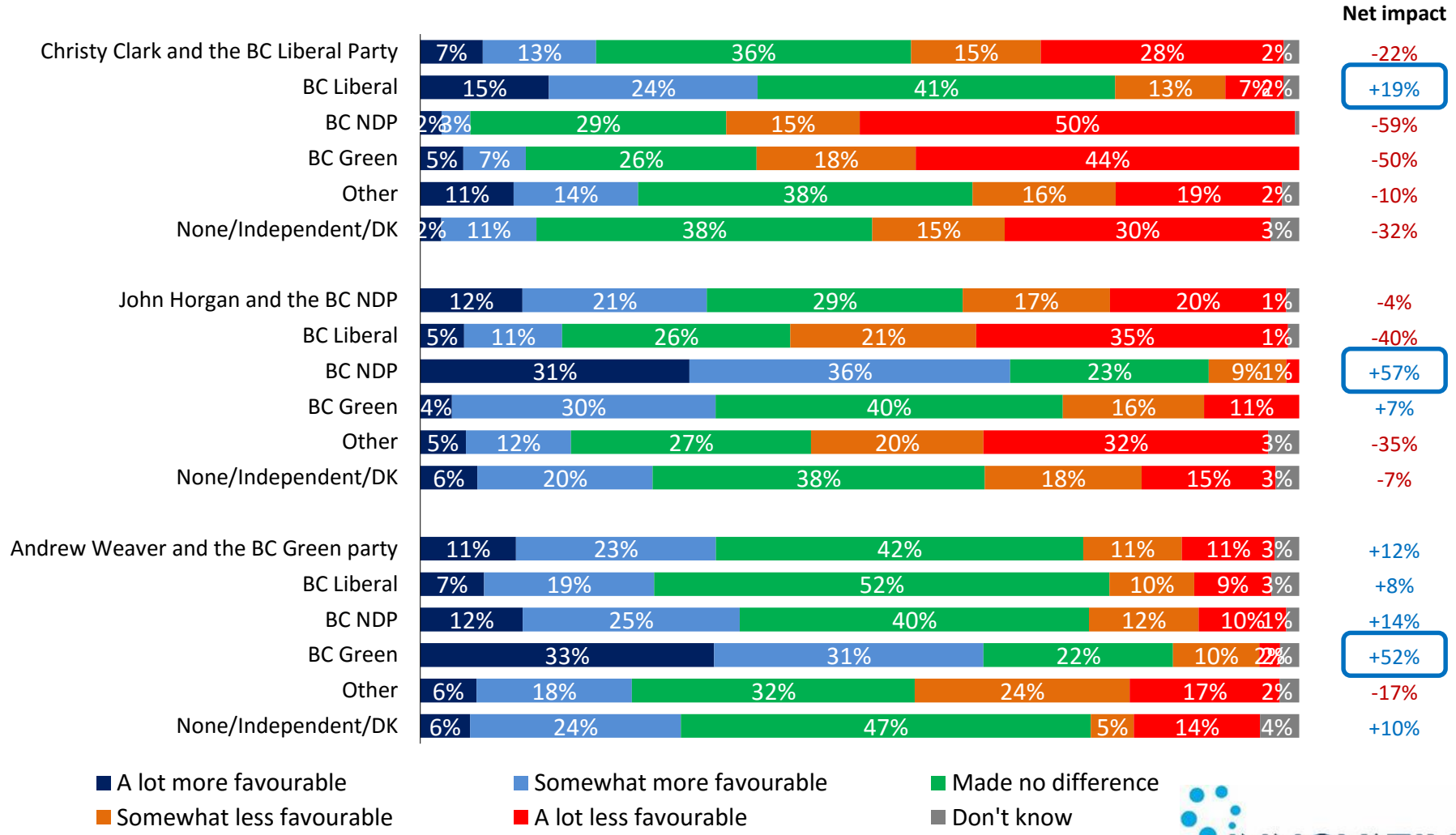
Andrew Weaver and the BC Green Party



Campaign impact: NDP-ers and Greens are left feeling more favourable towards their party than BC Liberal-identifiers are



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [Leader and party], or did it make no difference? [BY PARTY ID]



■ A lot more favourable
 ■ Somewhat more favourable
 ■ Made no difference
■ Somewhat less favourable
 ■ A lot less favourable
 ■ Don't know



RSH about Clark: Election campaign trail most mentioned, net negative impact; followed by ads, also negative impact



And what did you read, see, or hear about Christy Clark and the BC Liberal party? [OPEN END]

[asked of those who have read, seen or heard about Christy Clark and the BC Liberal party; n=686]

Impact by RSH

		Less fav.	More fav.	NET
Election campaign trail/platform/promises	11%	31%	11%	-20%
Advertisements - TV	10%	47%	12%	-34%
Government/Premier - negative	10%	68%	5%	-63%
Debate - radio/TV	8%	26%	24%	-2%
Site C dam promoting	7%	52%	19%	-34%
Create jobs/employment	5%	20%	39%	+19%
Corrupt - don't trust	5%	81%	0%	-81%
Government/Premier - positive	4%	16%	42%	+27%
MSP premium reduction	4%	24%	49%	+26%
Is for the rich	3%	81%	0%	-81%
Attack ads from BC Liberal Party	3%	59%	4%	-55%
LNG/pipeline support	2%	57%	17%	-40%
Economic growth	2%	15%	53%	+38%
News -TV/radio	2%	25%	31%	+6%
Cap the bridge tolls	2%	21%	31%	+10%
Other	16%			
Don't know	2%			



Note: “Nothing” (1%), “Bad respondent” (<1%) and “Refused” (1%) not shown. Impact only shown for responses with unweighted N size of at least 10

RSH about Horgan: Campaign platform most mentioned, net positive impact; followed by ads, also positive impact



And what did you read, see, or hear about John Horgan and the BC NDP? [OPEN END]

[asked of those who have read, seen or heard about John Horgan and the BC NDP; n=594]

Impact by RSH

		Less fav.	More fav.	NET
Campaign platform/speeches	15%	24%	42%	+17%
Ads	10%	23%	37%	+15%
Debate	6%	45%	21%	-24%
Eliminating tolls	6%	44%	33%	-12%
Aggressive in debate	5%	51%	14%	-37%
No plan to pay for promises	5%	63%	10%	-53%
Attack ads toward BC Liberal Party	5%	59%	9%	-50%
Government - positive	4%	8%	86%	+78%
\$10/day - daycare	4%	34%	37%	+3%
Government - negative	4%	57%	12%	-44%
For the middle class people	4%	4%	76%	+72%
Eliminating MSP fees	3%	35%	54%	+19%
No firm stand/flip flops	2%	61%	10%	-51%
Horgan being touched by Clark	2%	46%	14%	-32%
Attack ads by BC Liberal toward NDP	2%	14%	17%	+3%
Renter rebates	2%	48%	25%	-24%
Other	17%			
Don't know	2%			

Note: "Nothing" (2%), "Bad respondent" (1%) and "Refused" (<1%) not shown. Impact only shown for responses with unweighted N size of at least 10

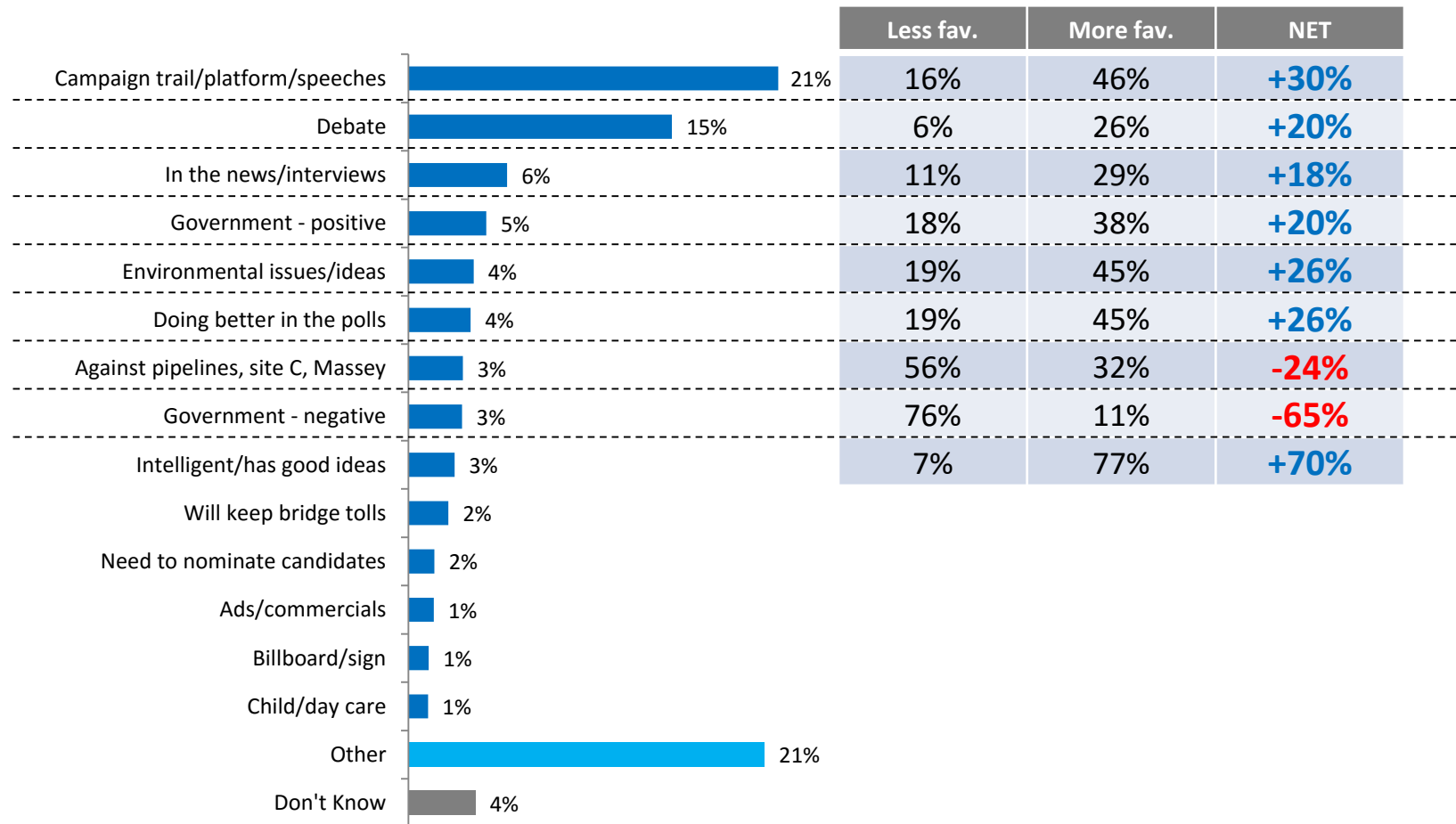
RSH about Weaver: Campaign trail most mentioned, net positive impact; followed by ads, also positive impact

Q

And what did you read, see, or hear about Andrew Weaver and the BC Green Party? [OPEN END]

[asked of those who have read, seen or heard about Andrew Weaver and the BC Green Party; n=346]

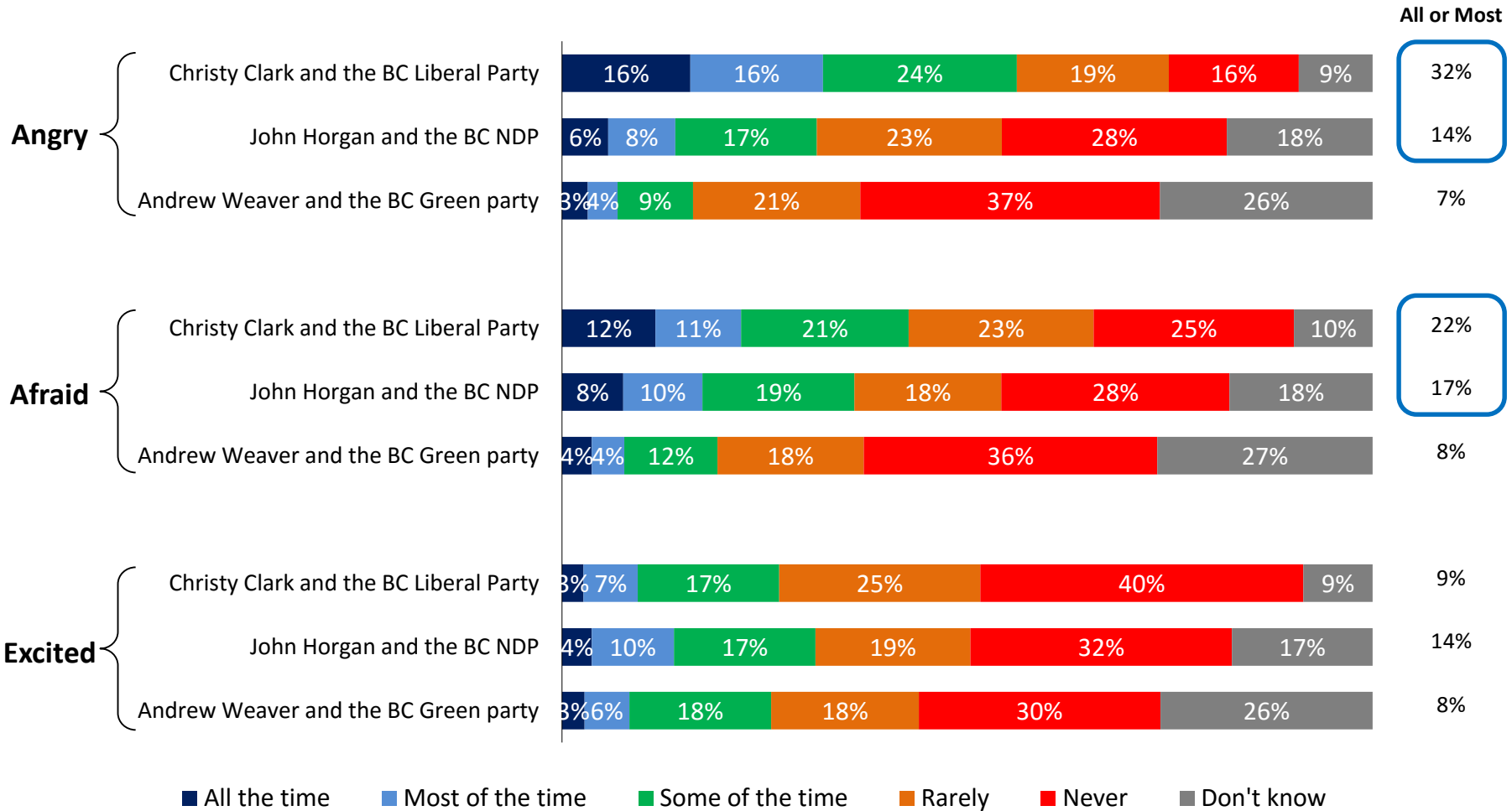
Impact by RSH



Note: "Nothing" (2%), "Bad respondent" (1%) and "Refused" (1%) not shown. Impact only shown for responses with unweighted N size of at least 10

Campaign emotion: more respondents have stronger negative emotions towards Clark than towards Horgan

Q Turning to how you feel when you hear about [Leader and party], how often do you feel ... ?



Campaign Emotions by Party ID: NDP-ers are more excited about Horgan than BC Liberal-identifiers are about Clark

Party Identification

		BC Liberal	NDP	Green	Other	None / Independent / Don't Know
Angry	Clark/Liberals	12%	63%	52%	26%	27%
	Horgan/NDP	22%	3%	10%	27%	10%
	Weaver/Green	6%	6%	8%	17%	4%
Afraid	Clark/Liberals	8%	42%	34%	20%	20%
	Horgan/NDP	30%	2%	14%	33%	11%
	Weaver/Green	8%	6%	4%	17%	5%
Excited	Clark/Liberals	19%	3%	13%	11%	3%
	Horgan/NDP	5%	42%	12%	8%	6%
	Weaver/Green	4%	10%	40%	8%	3%

Percent who say "All of the time" or "Most of the time"

Campaign Emotions by Time-for-Change Segmentation: TfC³⁷

voters are more excited about Clark than other segments

Time-for-Change Segmentation

		Core BC Liberals	Soft BC Liberals	Time for change BC Liberals	Uncertain	Soft anti-BC Liberals	Hostile
Angry	Clark/Liberals	4%	6%	32%	13%	32%	83%
	Horgan/NDP	38%	14%	18%	6%	7%	4%
	Weaver/Green	9%	6%	21%	4%	6%	3%
Afraid	Clark/Liberals	2%	5%	26%	10%	19%	58%
	Horgan/NDP	47%	22%	22%	6%	9%	4%
	Weaver/Green	15%	6%	15%	5%	4%	5%
Excited	Clark/Liberals	21%	6%	32%	5%	5%	2%
	Horgan/NDP	1%	4%	31%	6%	11%	33%
	Weaver/Green	1%	4%	24%	5%	8%	15%

Percent who say “All of the time” or “Most of the time”

Campaign Emotions by Anybody But ... Segmentation:

'Anybody but Clark' is more angry about than afraid of Clark

Anybody But ... Segmentation

		Anybody but Clark/Liberals	Ambivalent	Conflicted	Anybody but Horgan/NDP
Angry	Clark/Liberals	69%	12%	56%	5%
	Horgan/NDP	2%	6%	29%	36%
	Weaver/Green	4%	4%	26%	8%
Afraid	Clark/Liberals	45%	11%	34%	4%
	Horgan/NDP	3%	7%	34%	47%
	Weaver/Green	4%	4%	22%	13%
Excited	Clark/Liberals	2%	7%	25%	17%
	Horgan/NDP	29%	5%	29%	0%
	Weaver/Green	12%	6%	25%	0%

Percent who say "All of the time" or "Most of the time"

Leadership



Results from April 23 and May 1 online waves

Summary: Clark seen as most competent, Horgan more empathetic; neither can shake “too negative”, “flip flops”

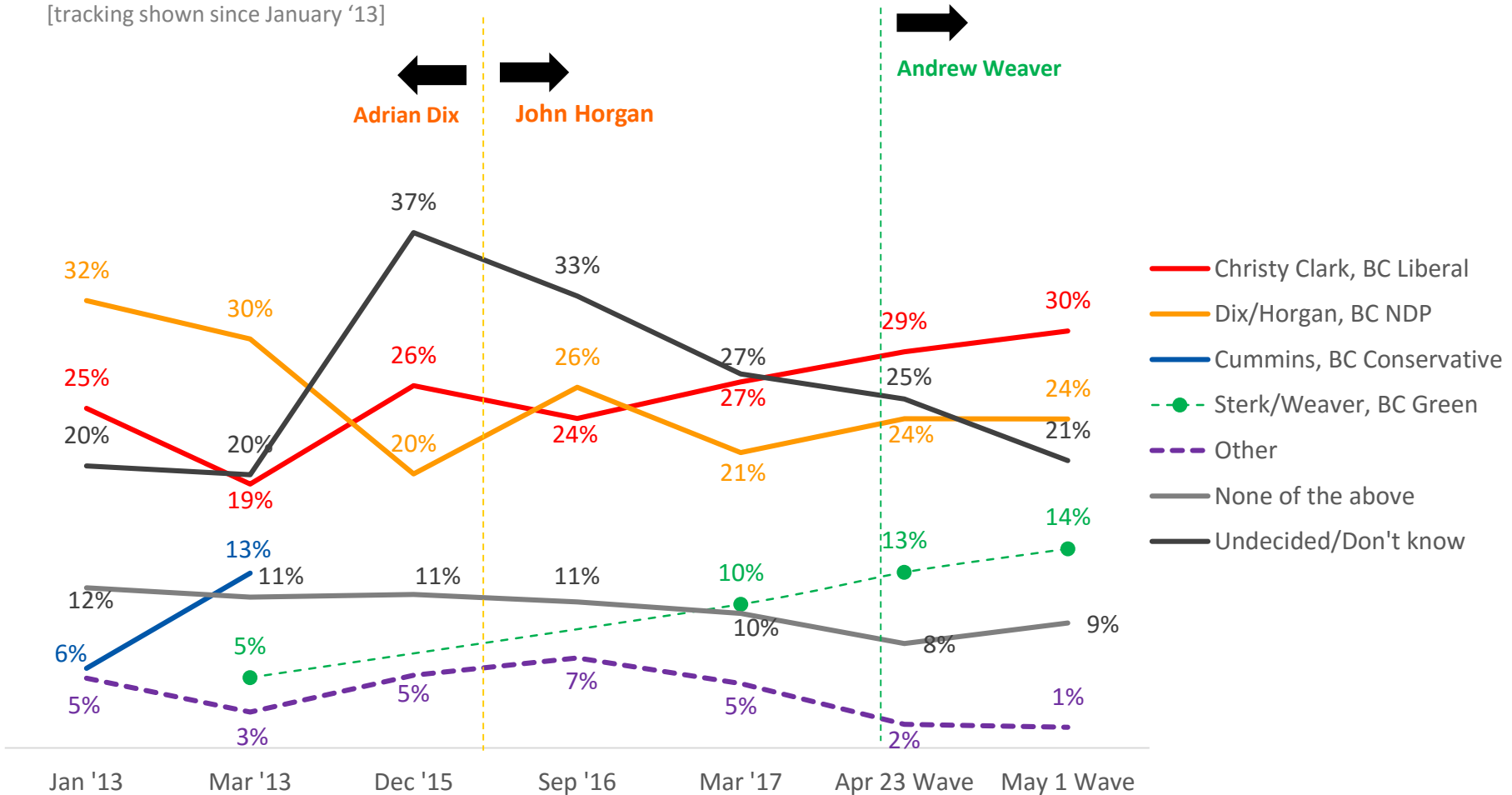
Clark leads on strong leadership, representing BC in the world or dealing with Donald Trump. Horgan seen as most empathetic to BC respondents'. Both seen as “too negative” and “flip floppers”.

- Clark (30%) leads Horgan (24%) by six points on best premier. Clark is at the highest levels on this measures since tracking began in 2013.
- Clark’s net impression is still negative (-18) with a slight decline since the April 23rd wave (-12).
- Horgan’s net impression has declined as well, now stalled in neutral (0%) with 11% who don’t know or recognize him.
- Andrew Weaver has improved his visibility substantially this year (March '17: 38% “don’t know/don’t recognize”; May 1: 16%) and his net positive impression holds steady (+16).
- On leader attributes, Clark holds a strong lead on representing BC on the world stage (30% vs. 18% NDP), dealing with the Trump administration (24% to 14%), and strong leadership (30% to 20%).
- Horgan leads Clark on “cares about people like me” (27% to 15%), but is also seen as “too negative” (31% to BC Liberals’ 23%). Compared to numbers from September, more than twice as many voters now say Horgan is best described as someone who flip flops and makes unrealistic problems, putting him on par with Clark. It appears the pre-writ Liberal negative ads on Horgan worked.

Best Premier: Clark (30%) leads Horgan (24%) by six points, Clark at highest levels since tracking began

Q Which of the following leaders would make the best Premier of BC?

[tracking shown since January '13]



Note: Green leader not given as an option in Jan '13, Dec '15, or Sep '16

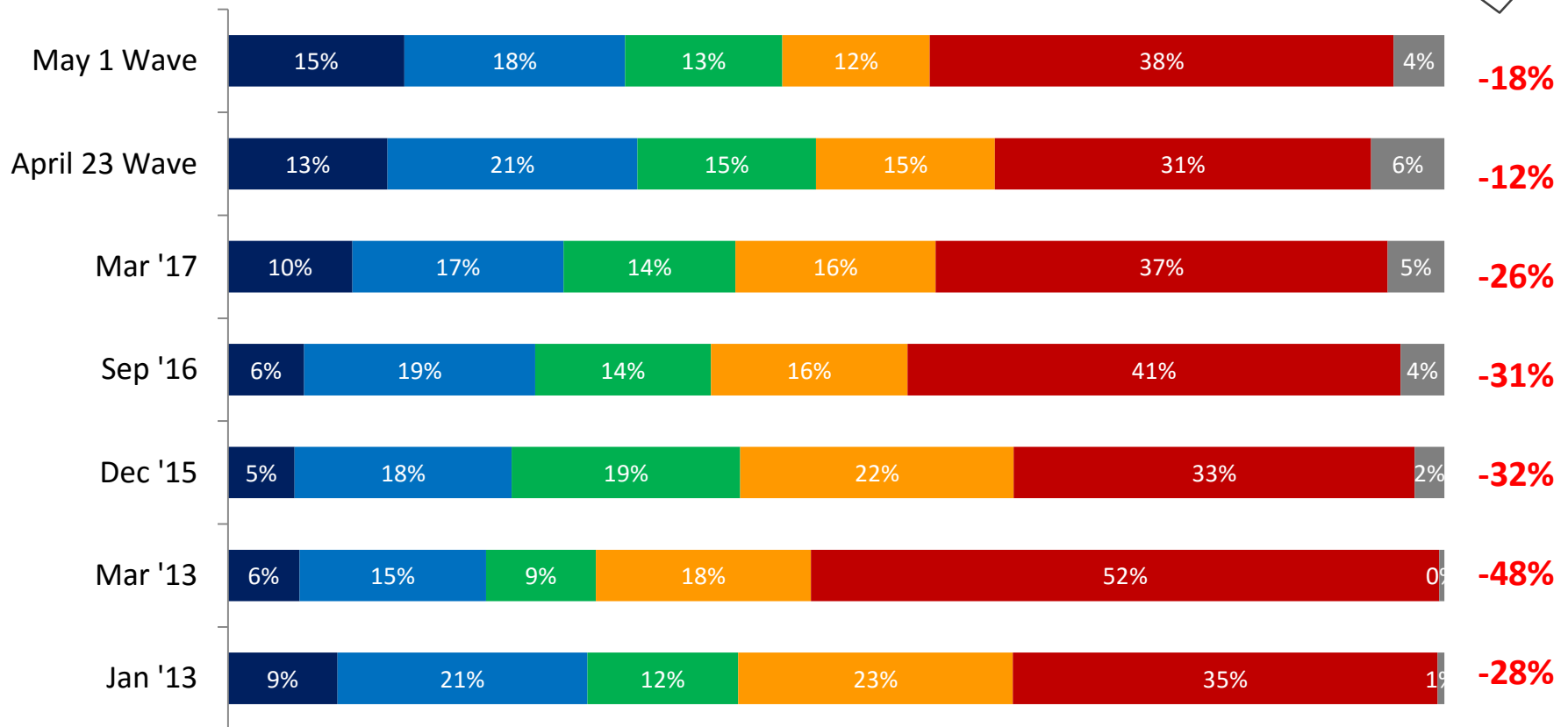
Christy Clark: net impression still negative (-18%), with a slight decline since Apr. 23 wave

Q

Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a *very favourable*, *somewhat favourable*, *somewhat unfavourable* or *very unfavourable* impression of that person. If you do not recognize the name, just choose that response. How about...**Christy Clark**

[asked of all respondents in BC April 23 Wave n=1000, May 1 Wave n=500; tracking since January 2013 shown]

Net Favourability



Very favourable

Neither favourable nor unfavourable

Very unfavourable

Somewhat favourable

Somewhat unfavourable

Don't know + don't recognize

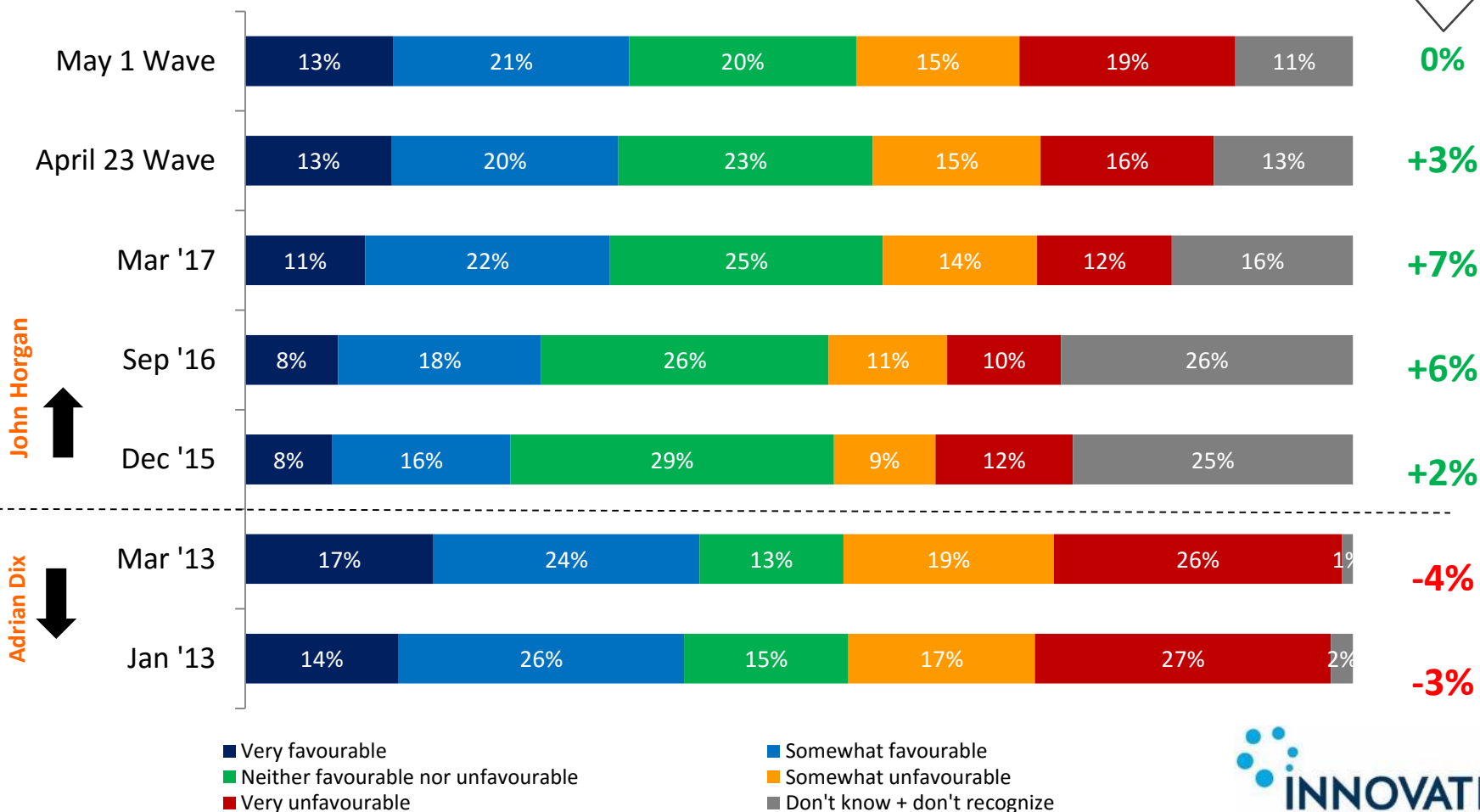
John Horgan: Horgan's net favorability continues to decline,⁴³ now sitting at neutral

Q

Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a *very favourable*, *somewhat favourable*, *somewhat unfavourable* or *very unfavourable* impression of that person. If you do not recognize the name, just choose that response. How about...**John Horgan/Adrian Dix**

[asked of all respondents in BC, April 23 Wave n=1000, May 1 Wave n=500 tracking since Jan 13 shown]

Net Favourability

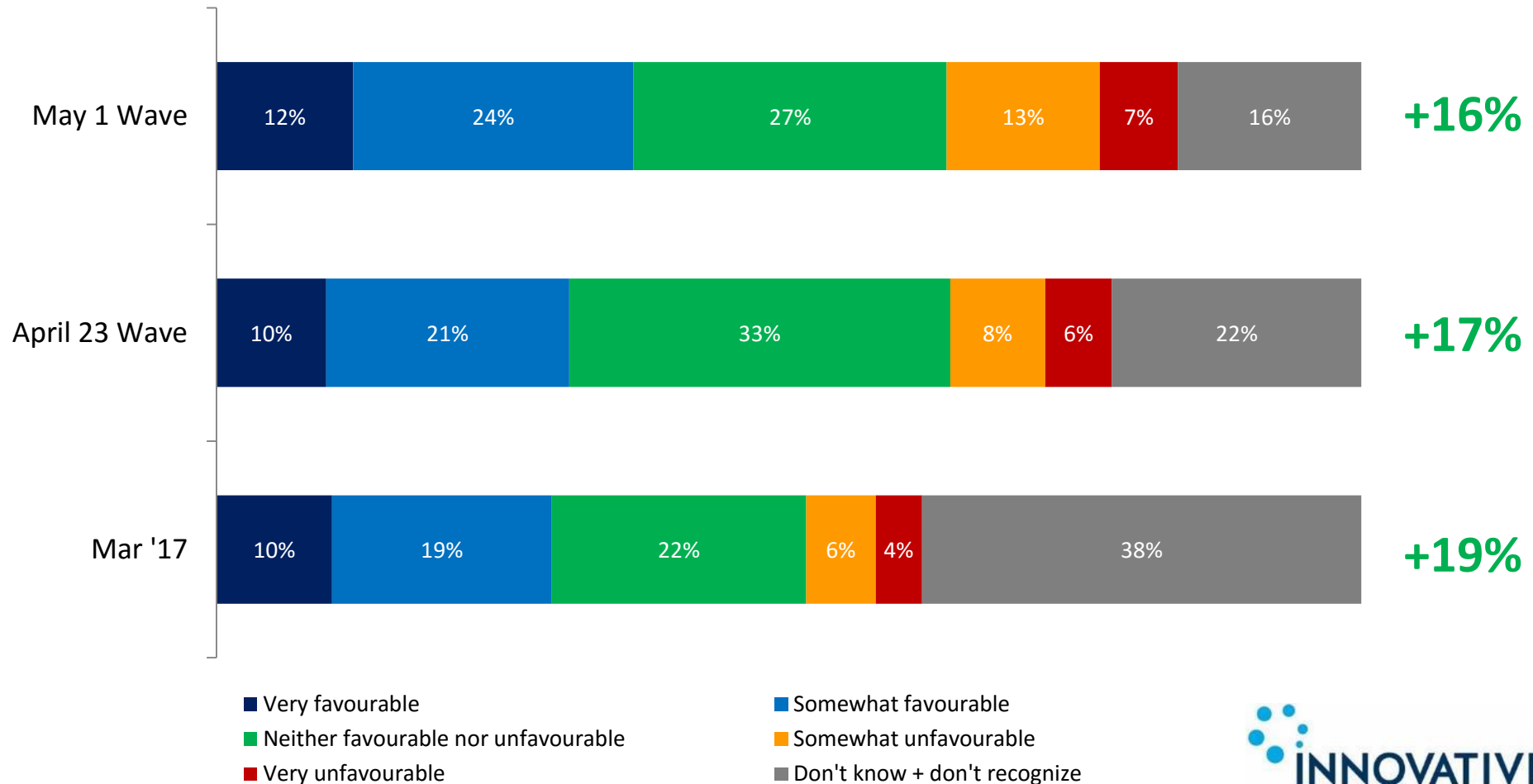


Andrew Weaver: continues to have net favourables (+16); name recognition continues to increase since March

Q

Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a *very favourable*, *somewhat favourable*, *somewhat unfavourable* or *very unfavourable* impression of that person. If you do not recognize the name, just choose that response. How about...**Andrew Weaver**

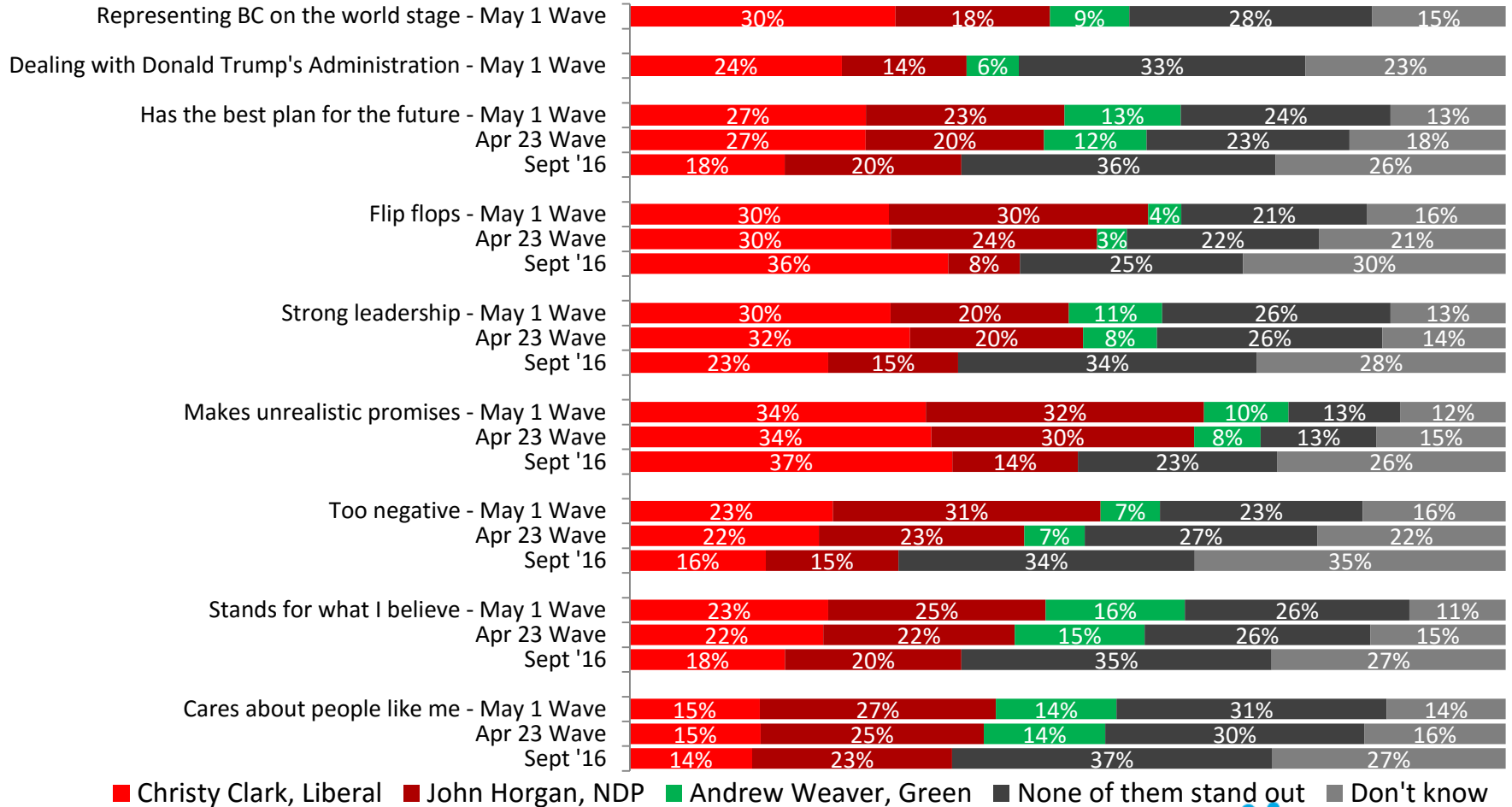
[asked of all respondents in BC, May 1 Wave n=500, tracking since March 2017 shown]



Andrew Weaver continues to increase on strong leadership,⁴⁵ Horgan seen as increasingly too negative



Below is a list of different words or phrases that describe the political leaders. For each word or phrase, please indicate which of the leaders is BEST. [asked of all respondents, n=500]



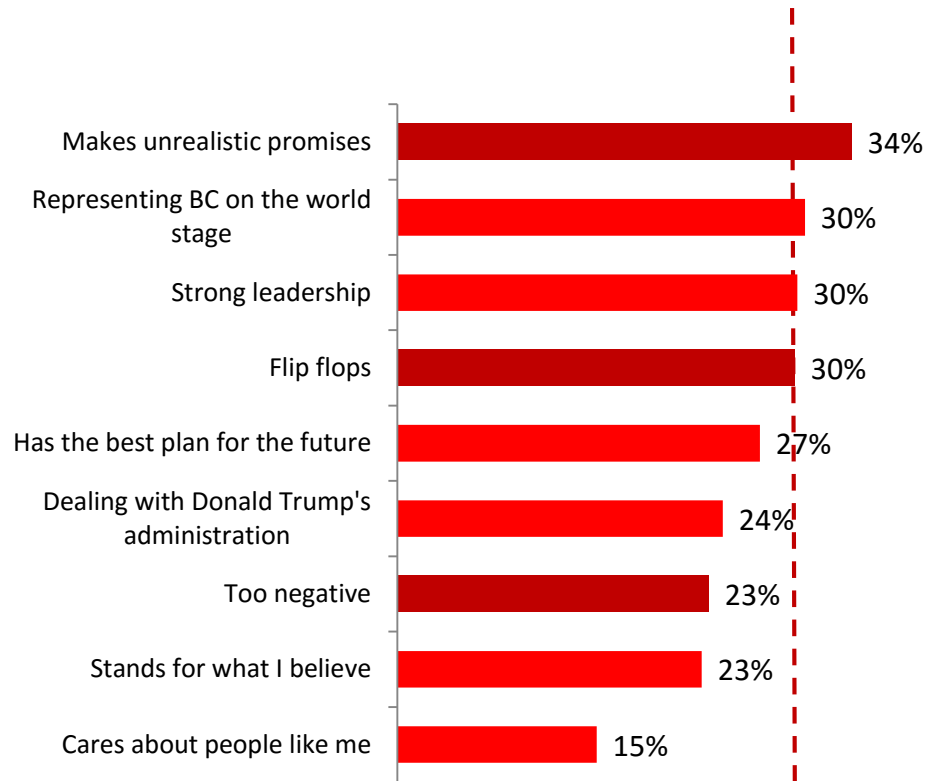
■ Christy Clark, Liberal
 ■ John Horgan, NDP
 ■ Andrew Weaver, Green
 ■ None of them stand out
 ■ Don't know



Note: 'Andrew Weaver, Green' was not given as an option in Sept '16

Christy Clark Attributes: “makes unrealistic promises”, ‘representing BC on the world stage’ and “strong leadership”

Q Below is a list of different words or phrases that describe the political leaders. For each word or phrase, please indicate which of the leaders it BEST describes or whether none of them stand out on that item. **Christy Clark**
[asked of all respondents, n=500]



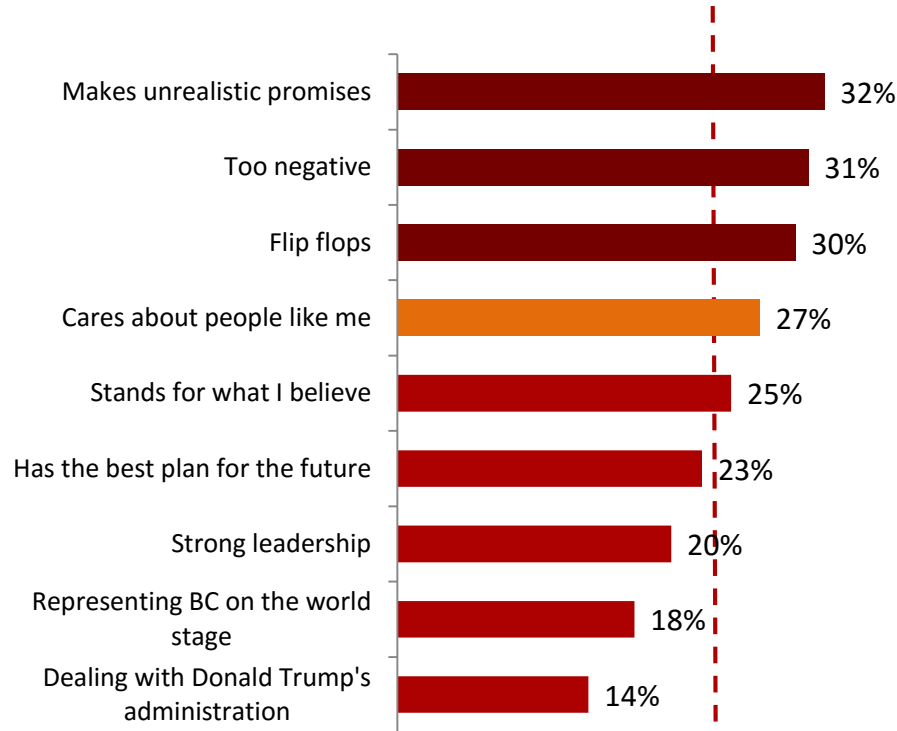
**Best Premier:
Christy Clark (LIB):
30%**

John Horgan Attributes (BC): Horgan seen as someone who ⁴⁷ “makes unrealistic promises” and is “too negative”



Below is a list of different words or phrases that describe the political leaders. For each word or phrase, please indicate which of the leaders it BEST describes or whether none of them stand out on that item. **John Horgan**

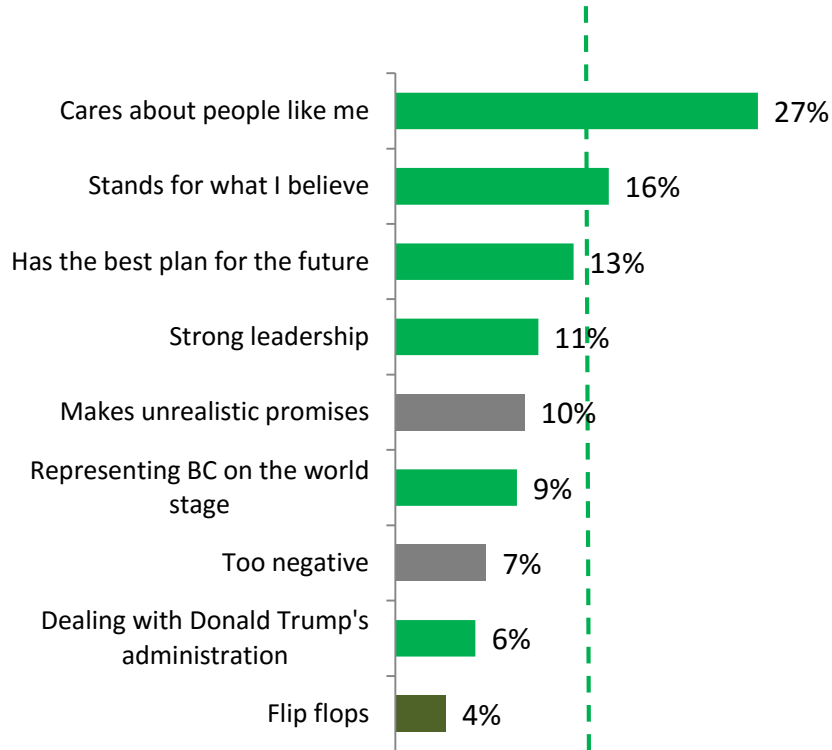
[asked of all respondents, n=500]



**Best Premier:
John Horgan (NDP):
24%**

Andrew Weaver Attributes (BC): Weaver does well on empathy, “stands for what” people believe in, and “best plan”

Q Below is a list of different words or phrases that describe the political leaders. For each word or phrase, please indicate which of the leaders it BEST describes or whether none of them stand out on that item. **Andrew Weaver**
[asked of all respondents, n=500]



**Best Premier:
Andrew Weaver (Green):
14%**

Party Brands



Results from April 23 and May 1 online waves

Summary: Liberals seen as best on economy, vision for future; NDP on understanding voters needs, housing

BC Liberals seen as better than NDP on most policy issues except housing; NDP best on “understanding the needs of people like me”.

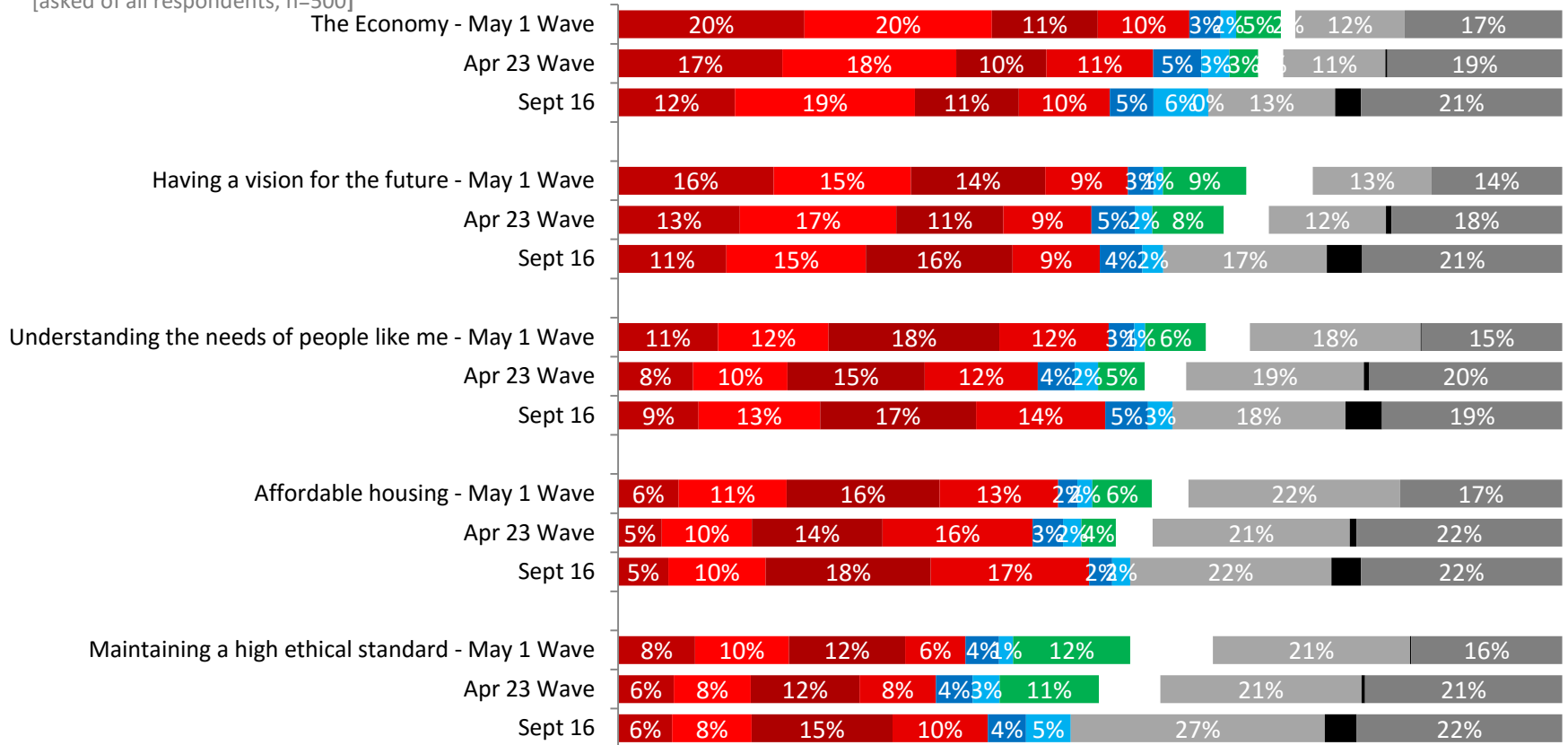
- BC Liberals hold their lead as best party on the economy (40% to NDP’s 21%), vision for the future (31% to 23%), managing the province’s finances (32% to 18%), cutting taxes (29% to 19%), and crime (23% to 16%). The BC Liberals have grown their lead on economy, vision and taxes since last year.
- The NDP are perceived as best on “understanding the needs of people like me” (30% to BC Liberals’ 22%), affordable housing (29% to 18%), health (31% to 21%) and education (29% to 20%).

Party brand attributes: BC Liberals continue to lead in economy and vision, NDP better in understanding needs



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...?

[asked of all respondents, n=500]

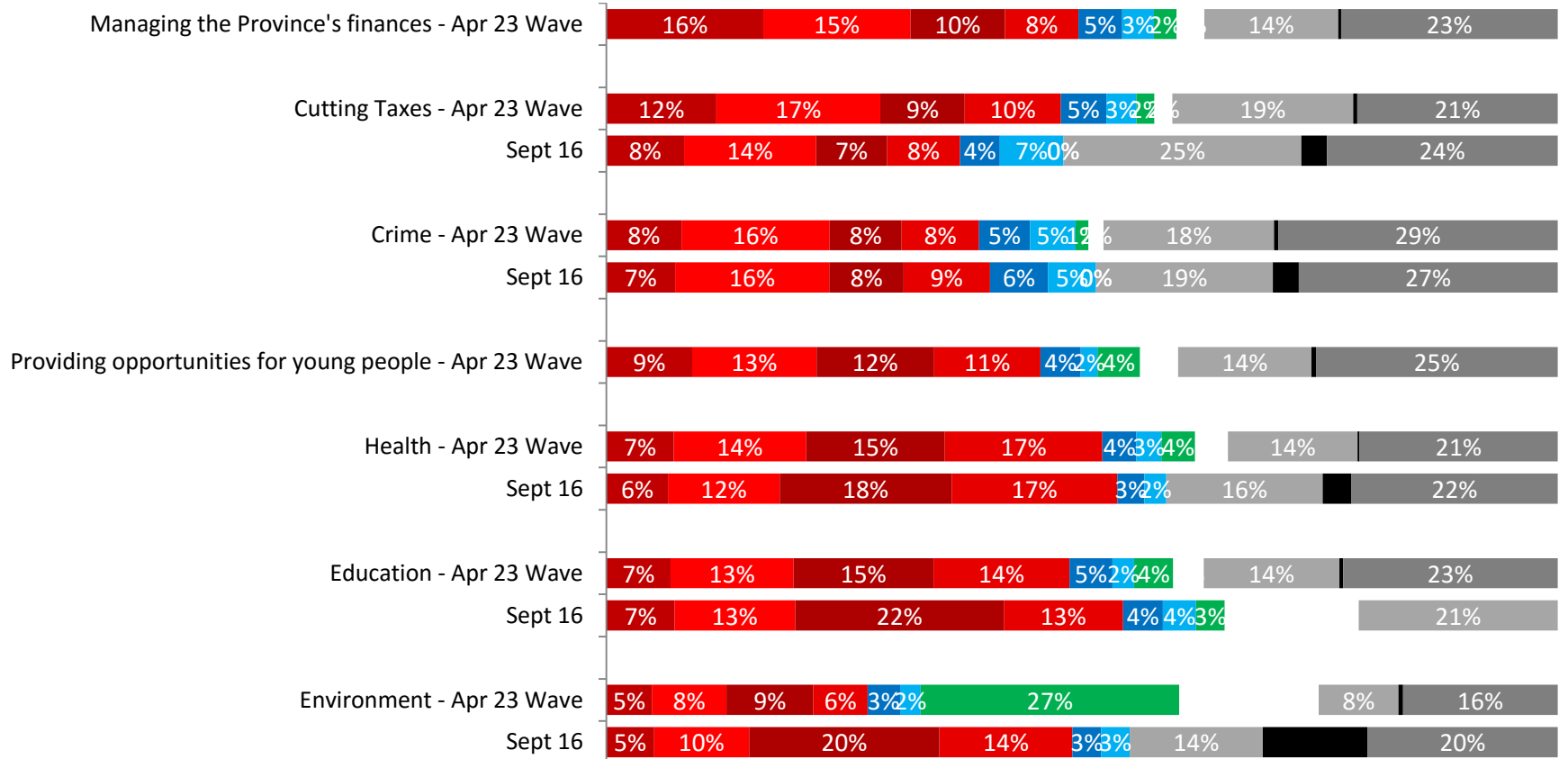


- BC Liberal much better
- BC Liberal somewhat better
- BC Conservatives much better
- BC Conservatives somewhat better
- Green Party much better
- Green Party somewhat better
- NDP much better
- NDP somewhat better
- None
- Other
- Don't Know

Party brand attributes: BC Liberals lead in economy, vision and cutting taxes, lead larger than September 2016



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? [asked of all respondents, n=500]



- BC Liberal much better
- NDP somewhat better
- Green Party much better
- Other
- BC Liberal somewhat better
- BC Conservatives much better
- BC Conservatives somewhat better
- Green Party somewhat better
- None
- Don't Know



BC Liberal Party Attributes: strongest on the economy, finances, vision and cutting taxes



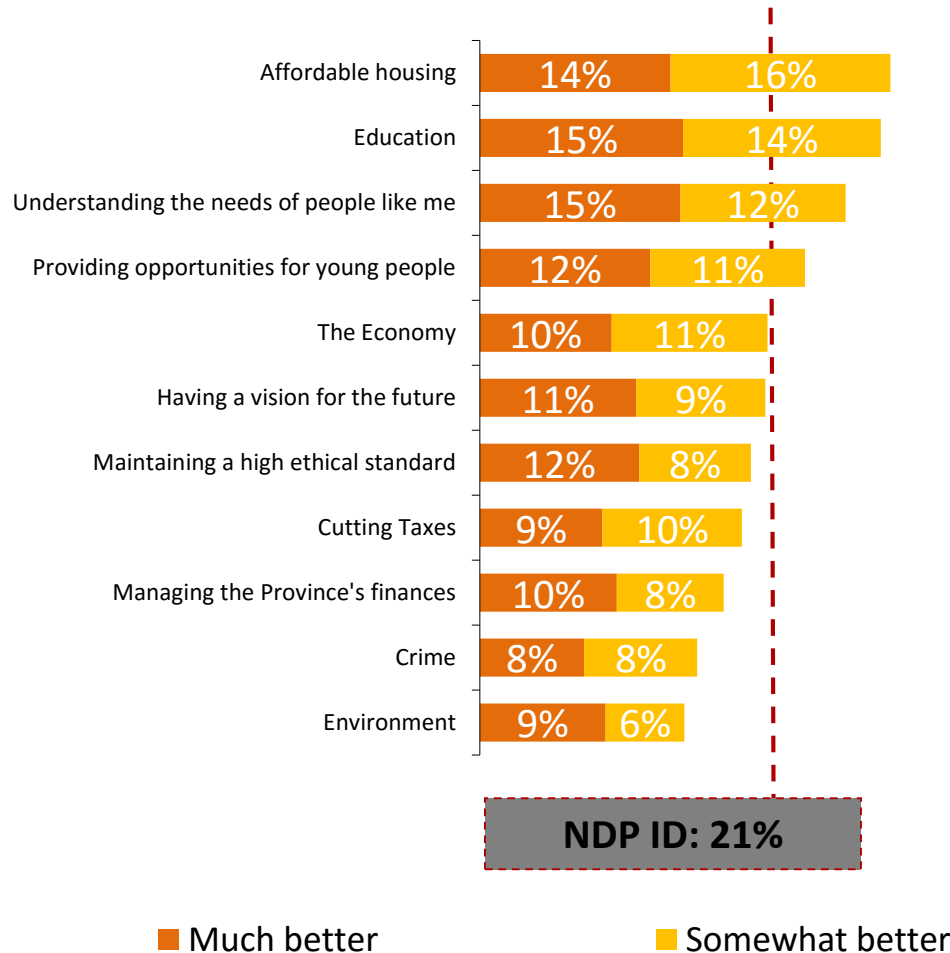
Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **BC Liberals** [Apr 23 Wave data]



NDP Attributes: party leads on affordable housing, education, empathy, and providing opportunities for youth

Q

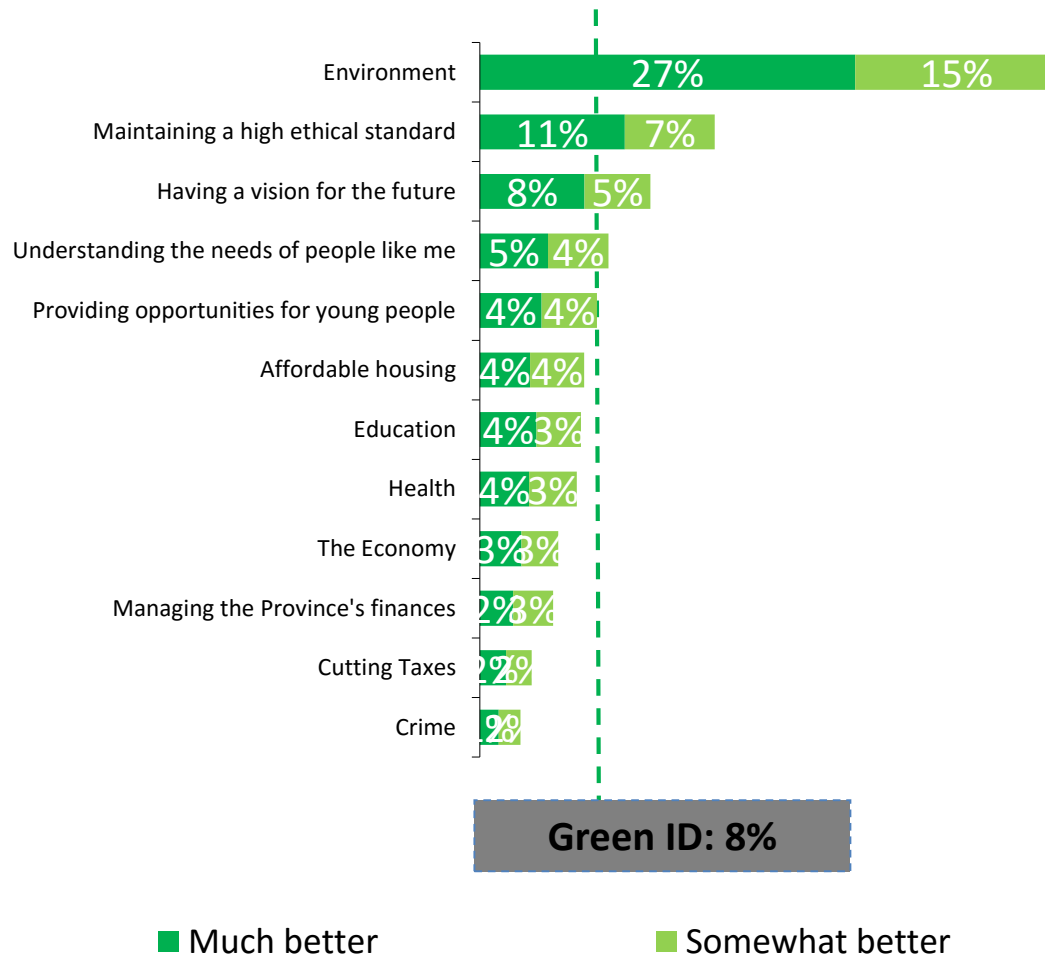
Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **New Democratic Party** [Apr 23 Wave data]



Green Party attributes: party strongest in BC on environment, scores high on ethics, vision and empathy

Q

Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Green Party** [Apr 23 Wave data]



“Time for a change” and other strategic considerations

Results from April 23 and May 1 online waves

Summary: Most think it's time for a change, see election as a fight between the NDP and Liberals

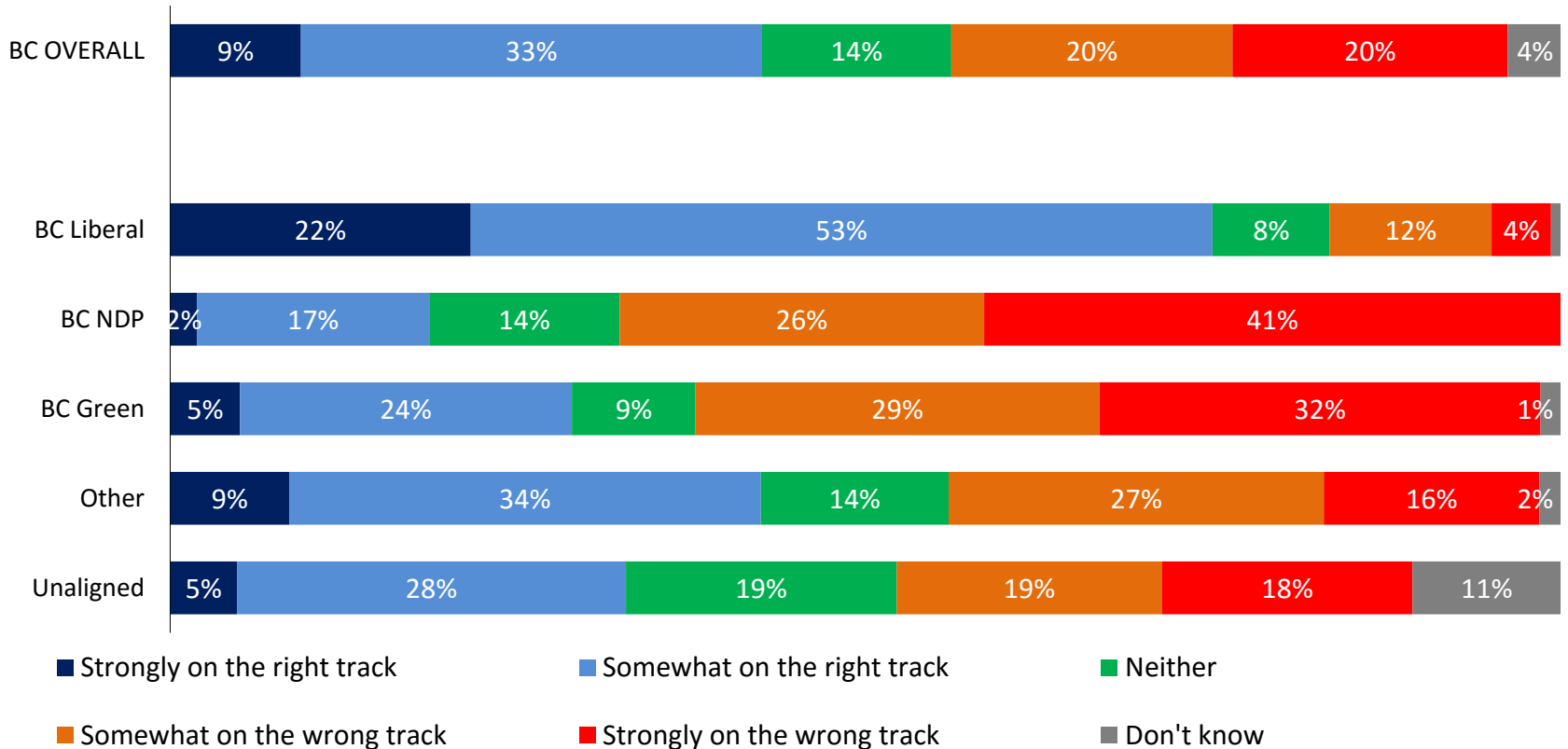
A majority think it's time for a change of government, more people are committed to kicking the Liberals out than want to stop the NDP from winning, and most see the election as a fight between the NDP and the Liberals.

- There's an even split on whether BC is on the right track (43%) or wrong track (40%) with higher intensity on the negative side (20% strongly wrong track).
- More than half (57%) think it's time for a change (TfC) in BC with strong intensity: 44% strongly agree. In the time for a change segmentation, 8% of respondents are "time for a change BC Liberals": they think it's time for a change but still believe the BC Liberals are the best party to form government.
- Over the last few weeks there's been an 11-point increase in the "hostile" TfC segment from 23% to 34%. A quarter of those hostile would vote Green while more than a third (37%) of the soft anti-BC Liberals (37%) would vote NDP.
- A strong plurality think that the most important thing this election is to get rid of Christy Clark (Agree: 40%; Disagree: 33%). And just 3-in-10 (30%) say they are "so angry at the BC Liberal party I will never vote for them again". In politics, passion equals action and the NDPers are much more passionate than Greens on both these measures.
- Nearly half (45%) of respondents are worried that electing an NDP government would result in lost jobs and a declining economy and just 1-in-3 (33%) think the most important thing this election is "keeping the NDP out of government". Unaligned voters are on the fence about the NDP's economic impact and don't agree that the most important thing is to keep them out of government.
- Nearly 3-in-10 (29%) think it is time for a new party to run the government but a strong majority (67%) think it is a two-party race. Greens are hungry for an alternative. But only 4-in-10 who think it's time for a new party are voting Green or Conservative.
- In the "Anybody but Clark/Horgan" segmentation, NDP are losing among ambivalent and conflicted groups by almost 2-1. 1-in-5 "Anybody but Clark" voters would choose Green.

Right track: BC split on direction of the province, though stronger intensity on the negative side



Generally speaking, do you feel things in BC are going in the right direction, or do you feel things have gotten off on the wrong track? And do you feel strongly or somewhat strongly about that? **[BY Party ID] – Apr. 23 Wave**
[asked of all respondents in BC]

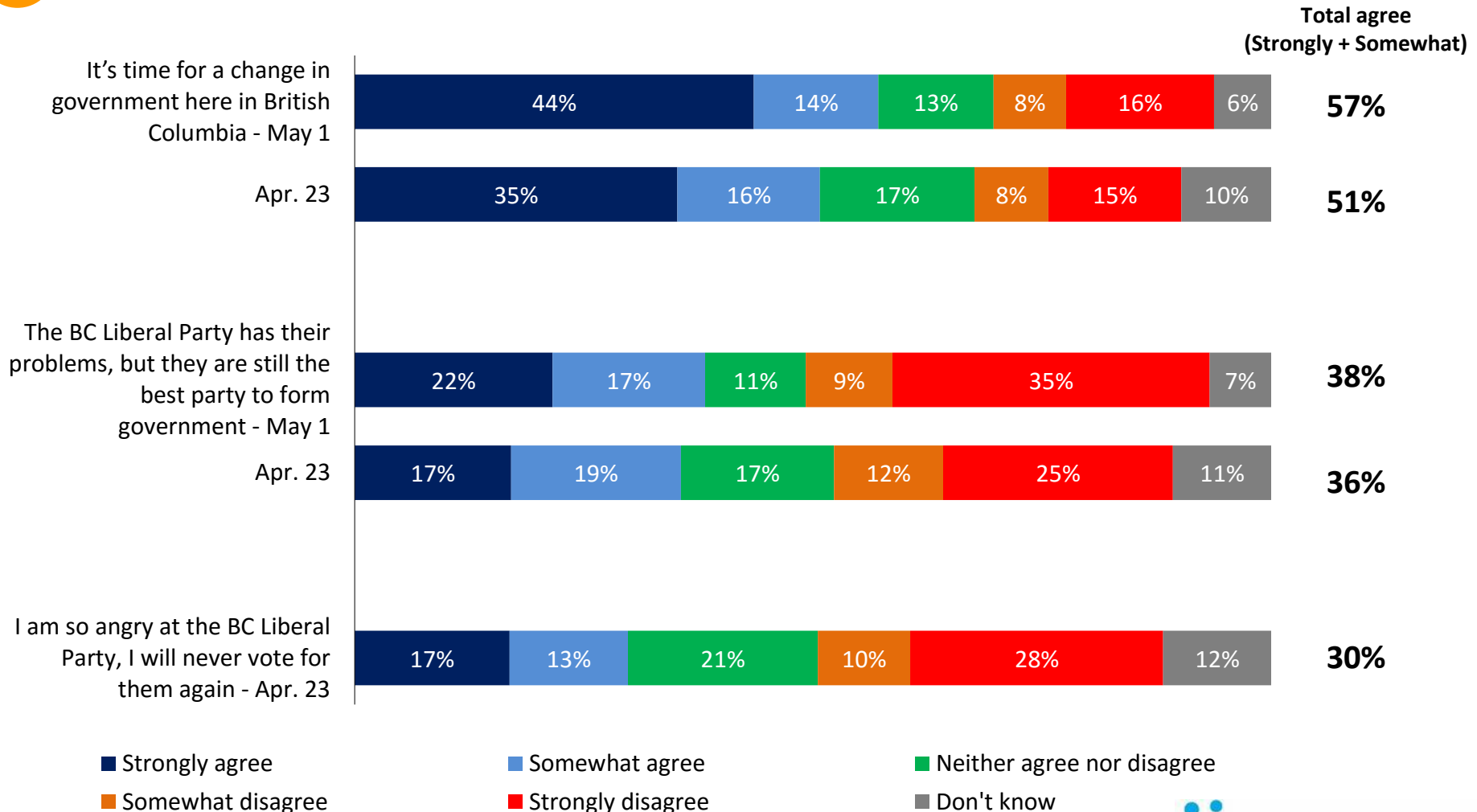


A majority (57%) think it's time for a change in BC, including 44% who Strongly Agree



For each of the following statements please indicate if you agree or disagree?

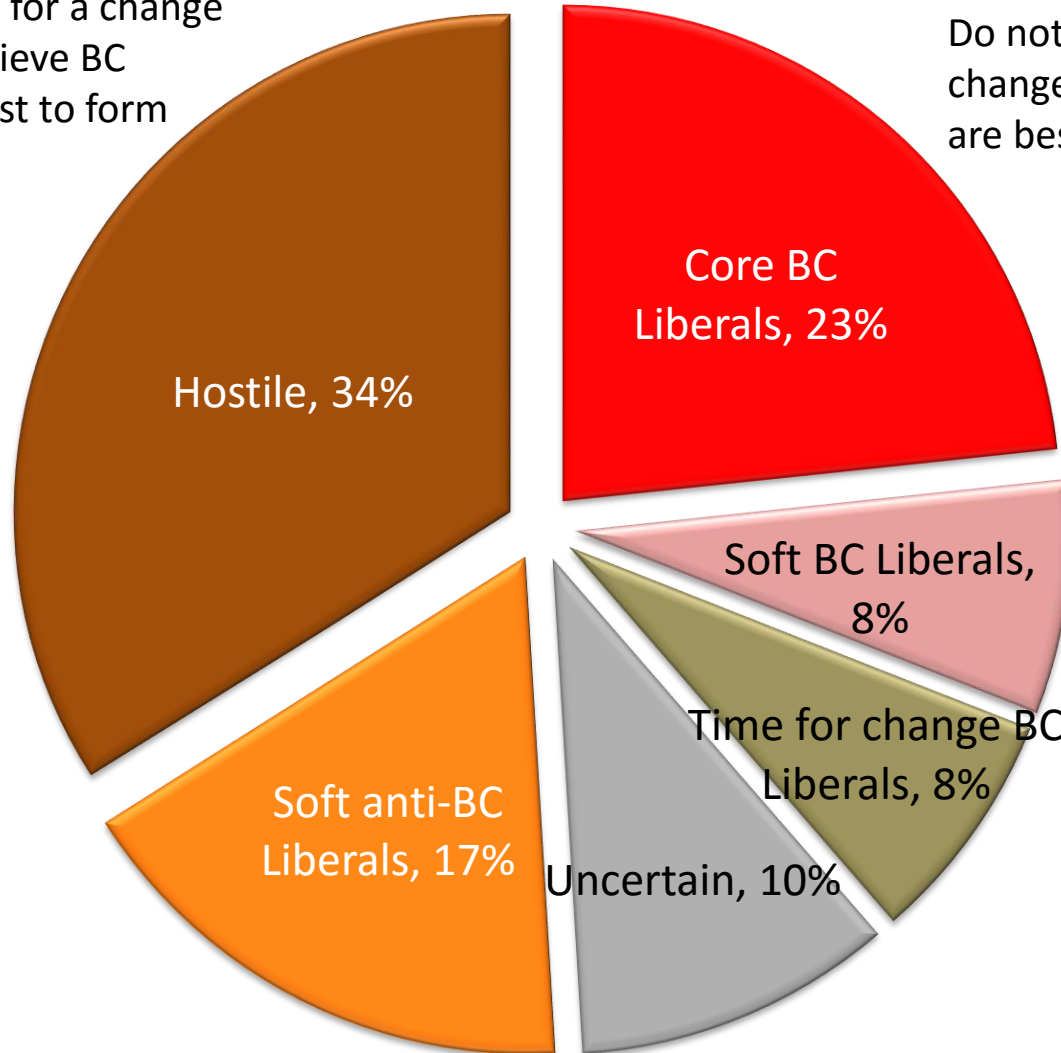
[asked of all respondents in, Apr 23 n=1,100; May 1 Wave n=500]



Time for Change Segmentation

Think it is time for a change
and do not believe BC
Liberals are best to form
government

Do not think it is time for a
change and agree BC Liberals
are best to form government

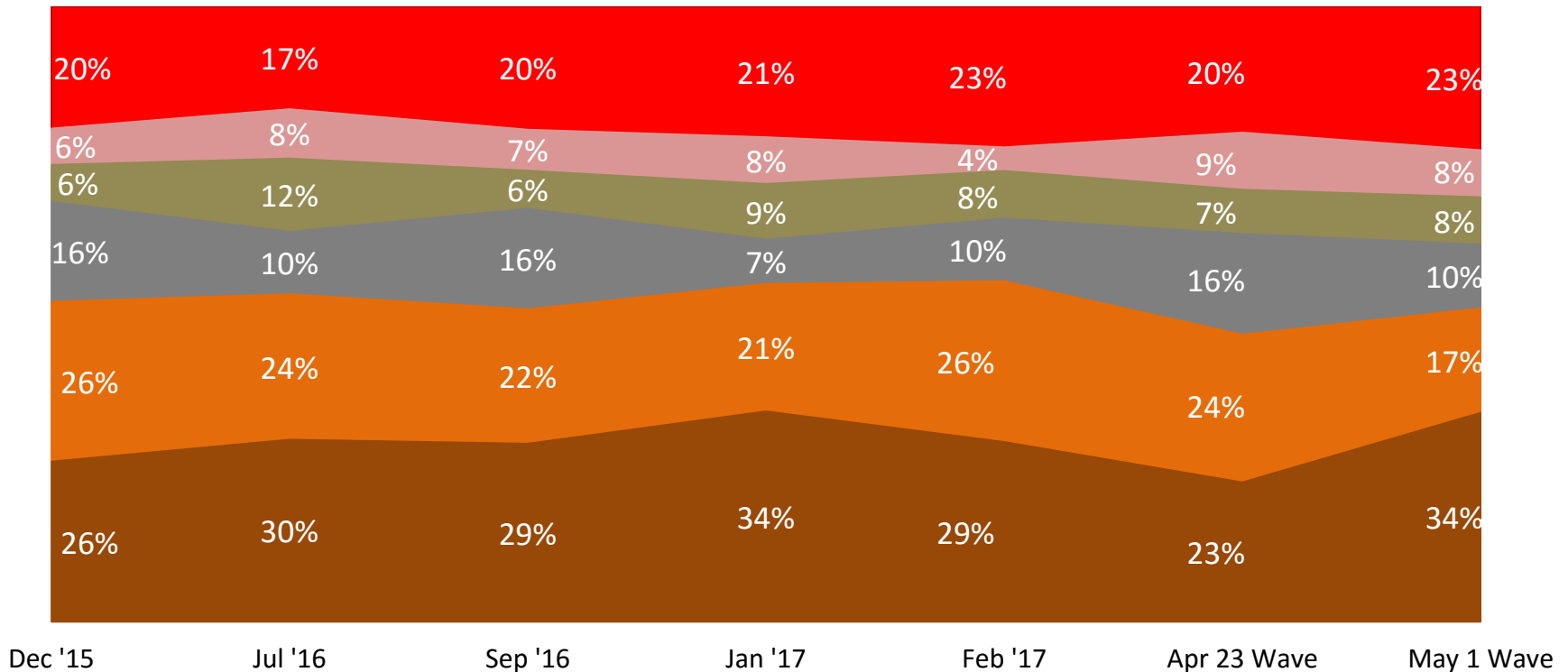


Think it is time for a change
but believe BC Liberals are
still best to form government

Time for Change Segments (BC): 11 point increase in the number who are “Hostile”, decrease in soft-anti BC Liberal



Thinking about politics in [BRITISH COLUMBIA], generally speaking, do you usually think of yourself as a...
[Tracking data since January 2013]



■ Core BC Liberals

■ Soft BC Liberals

■ Time for change BC Liberals

■ Uncertain

■ Soft anti-BC Liberals

■ Hostile

Combined Vote by Time-for-Change: Green capturing a quarter of hostile, a plurality (37%) of soft-anti are NDP

Time for a change segmentations

	Core BC Liberals		Soft BC Liberals		Time-for-change BC Liberals		Uncertain		Soft anti-BC Liberals		Hostile	
	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1
Wave												
BC Liberal	86%	92%	60%	67%	41%	43%	20%	25%	10%	10%	0%	0%
NDP	0%	0%	2%	8%	23%	27%	9%	4%	33%	37%	60%	63%
Green	1%	1%	4%	11%	11%	8%	9%	7%	19%	23%	19%	25%
BC Conservative	3%	3%	10%	3%	10%	19%	6%	0%	10%	16%	5%	6%
Other	0%	1%	1%	1%	1%	2%	2%	5%	2%	2%	2%	2%
Would not vote	1%	2%	1%	0%	1%	0%	11%	7%	1%	3%	0%	2%
Undecided/DK	7%	1%	22%	10%	13%	0%	43%	53%	26%	10%	13%	2%

Note: Table shows column percentages

Vote battlegrounds by Time-for-Change: Soft BC Liberals shift from Liberal-NDP swing to Green-Liberal swing

Time for a change segmentations

	Core BC Liberals		Soft BC Liberals		Time-for-change		Uncertain		Soft anti-BC Liberals		Hostile	
	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1
Wave	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1	Apr. 23	May 1
Core BC Liberal	81%	86%	41%	54%	32%	32%	13%	18%	5%	7%	0%	0%
Liberal-NDP Swing	2%	2%	16%	8%	14%	18%	5%	6%	10%	5%	1%	1%
Core NDP	0%	0%	1%	2%	11%	13%	7%	4%	20%	25%	49%	54%
NDP-Green Swing	0%	0%	0%	0%	3%	3%	1%	2%	10%	8%	16%	11%
Core Green	1%	0%	3%	7%	10%	6%	7%	3%	13%	18%	14%	20%
Green-Liberal Swing	4%	4%	5%	14%	6%	5%	4%	1%	3%	6%	0%	1%
Unaligned	8%	3%	23%	10%	14%	0%	54%	60%	27%	13%	13%	3%
Conservative/Other	3%	4%	11%	4%	11%	22%	9%	5%	12%	17%	7%	9%

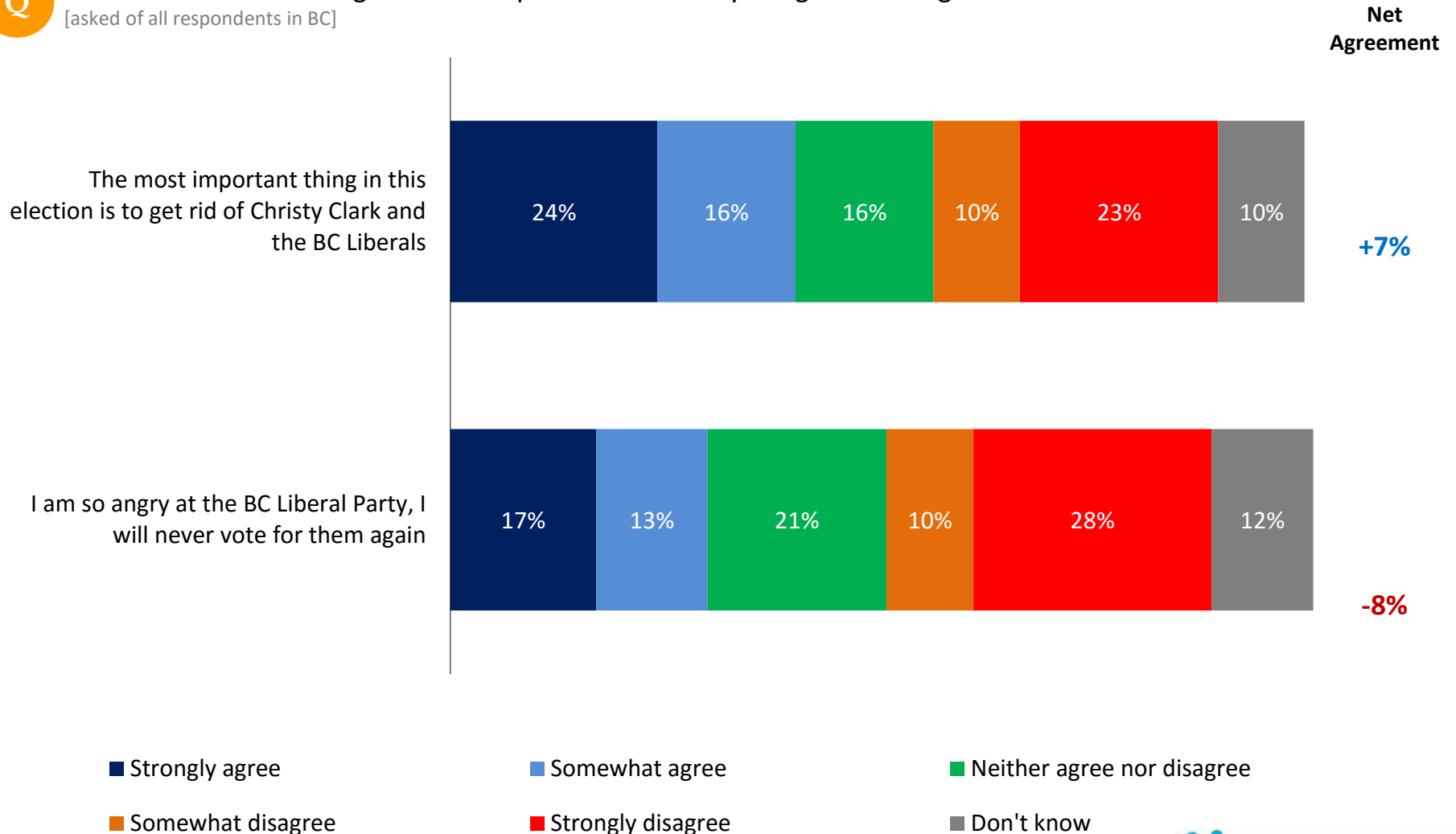
Note: Table shows column percentages

Attitudes towards BC Liberal: net agree on 'getting rid of Christy Clark', net disagree on 'angry at BC Liberal'



For each of the following statements please indicate if you agree or disagree?

[asked of all respondents in BC]



Attitudes towards BC Liberal by Party ID: NDPers feel more strongly than greens about getting rid of Liberals 65

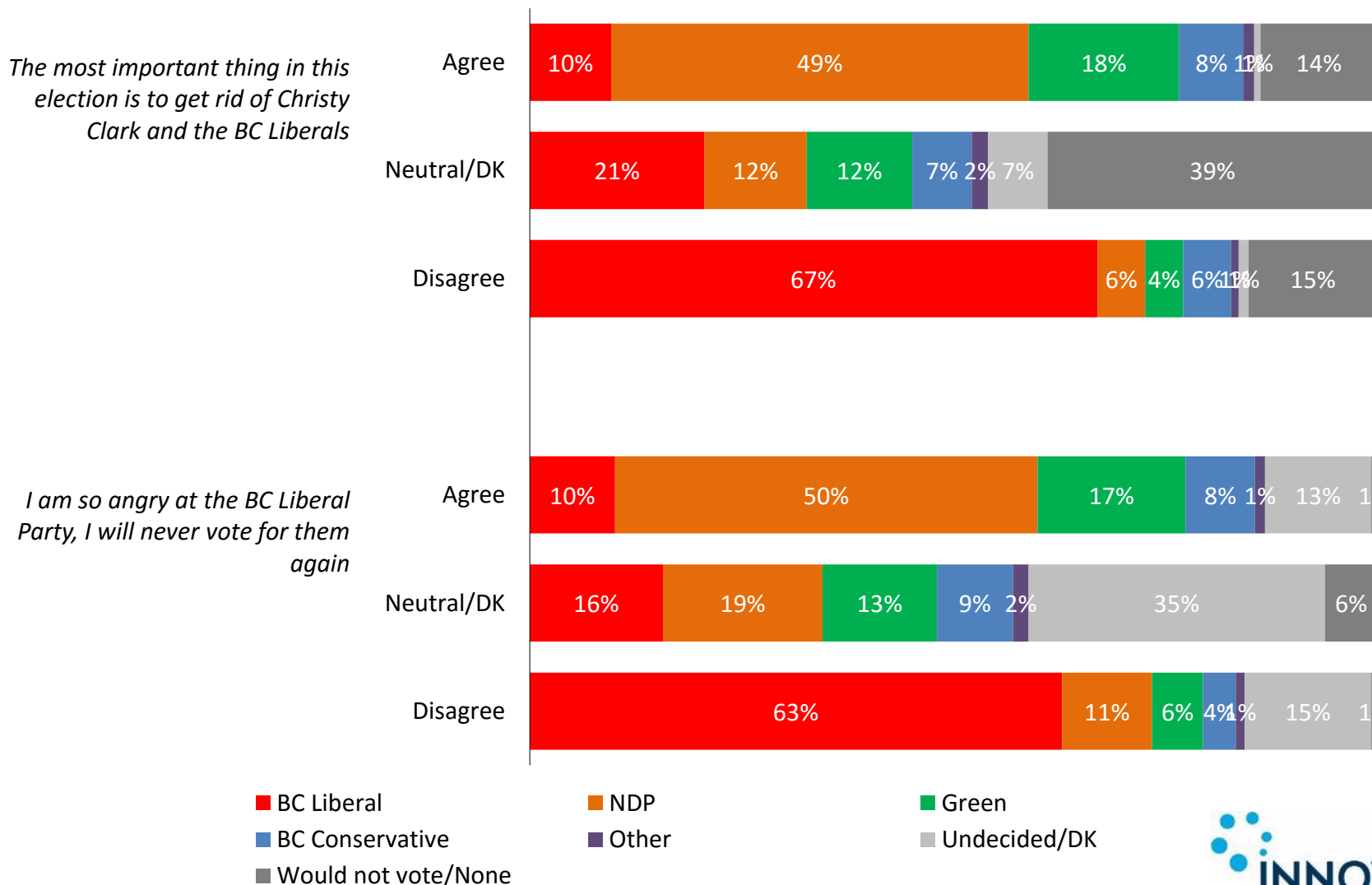
Party Identification

	BC Liberal	NDP	Green	Other	Unaligned
Most important to get rid of Christy Clark	-57%	+44%	+21%	-20%	-5%
Angry at BC Liberal, never vote for them again	-62%	+51%	+28%	-13%	-5%

Net agreement (Agree minus disagree)

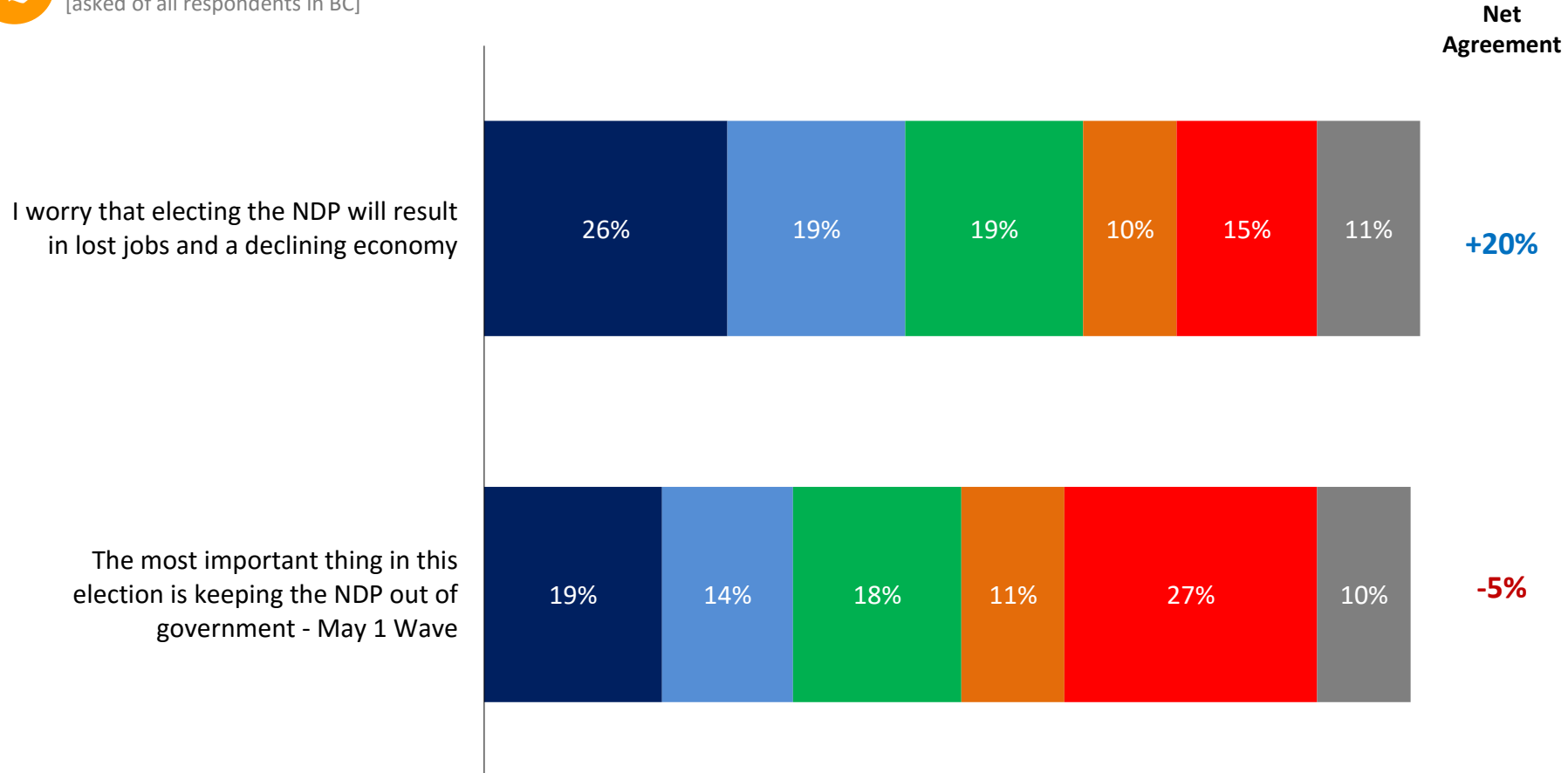
Among voters on the fence about the need to get rid of Clark, NDP is losing by a 2:1 margin

Combined vote (vote + lean)



Attitudes towards NDP: Nearly half (45%) are worried about electing an NDP government ⁶⁷

Q For each of the following statements please indicate if you agree or disagree?
[asked of all respondents in BC]



- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Don't know

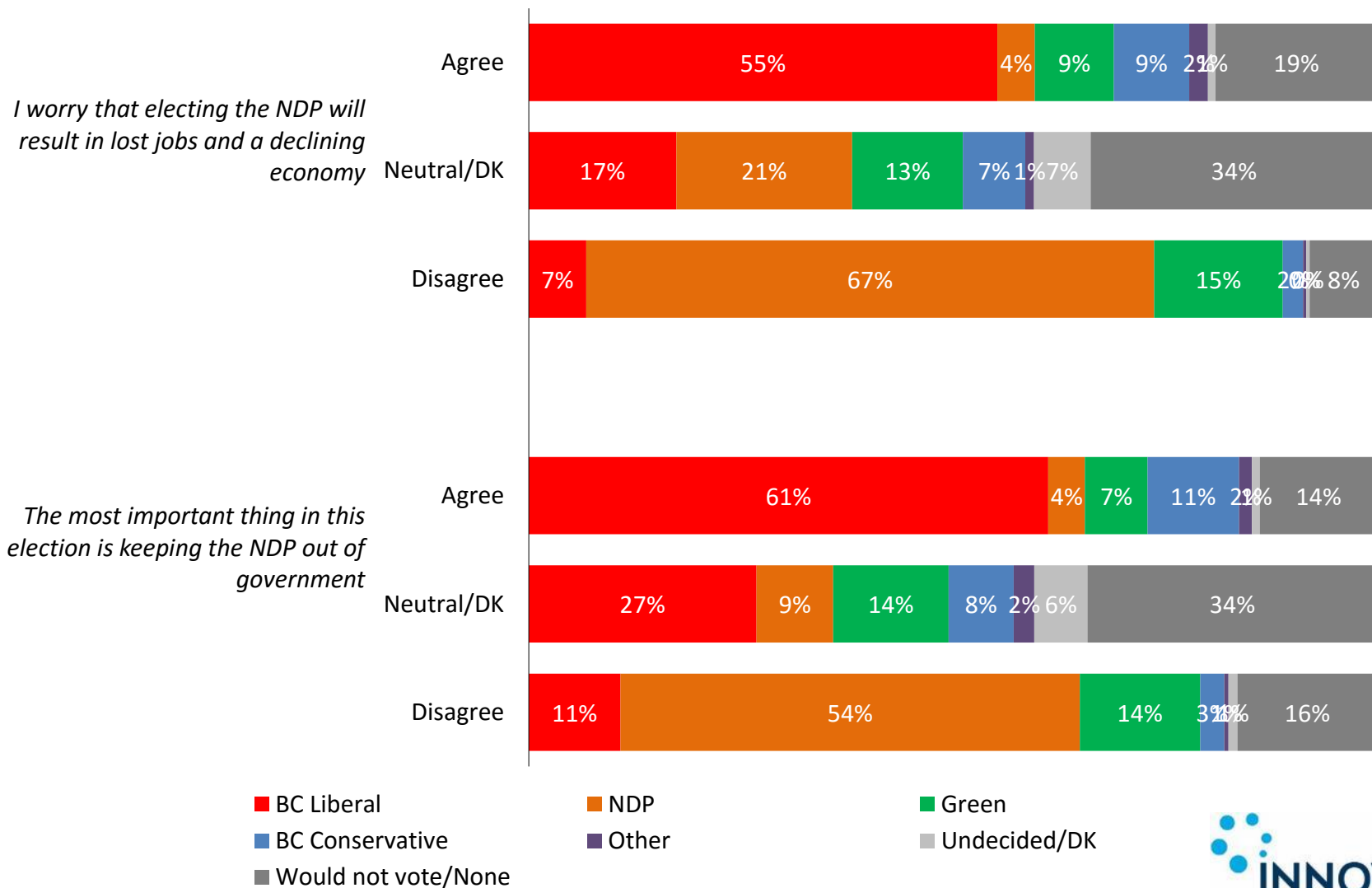
Attitudes towards NDP by Party ID: unaligned on the fence about NDP economic impact, disagree on keeping them out

	Party Identification				
	BC Liberal	NDP	Green	Other	Unaligned
Electing NDP means lost jobs/declining economy	+41%	-61%	-19%	+27%	+1%
Most important to keep NDP out of government	+17%	-80%	-33%	+5%	-20%

Net agreement (Agree minus disagree)

Vote by Attitudes towards NDP: both questions reliably predict splits on vote choice

Combined vote (vote + lean)

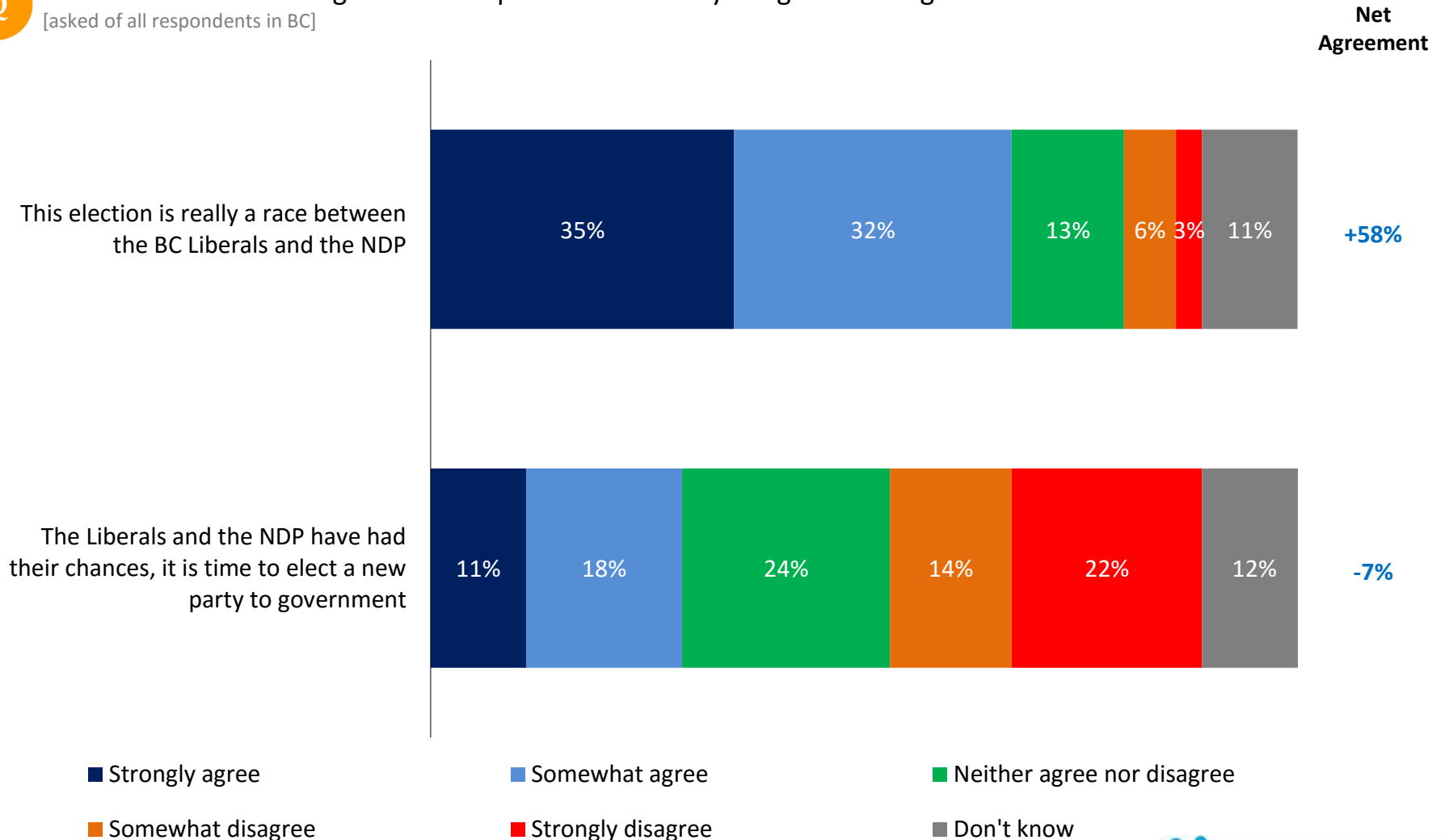


Third party consideration: 29% agree it is time for a new party, but only 9% disagree that it is a two-party race



For each of the following statements please indicate if you agree or disagree?

[asked of all respondents in BC]



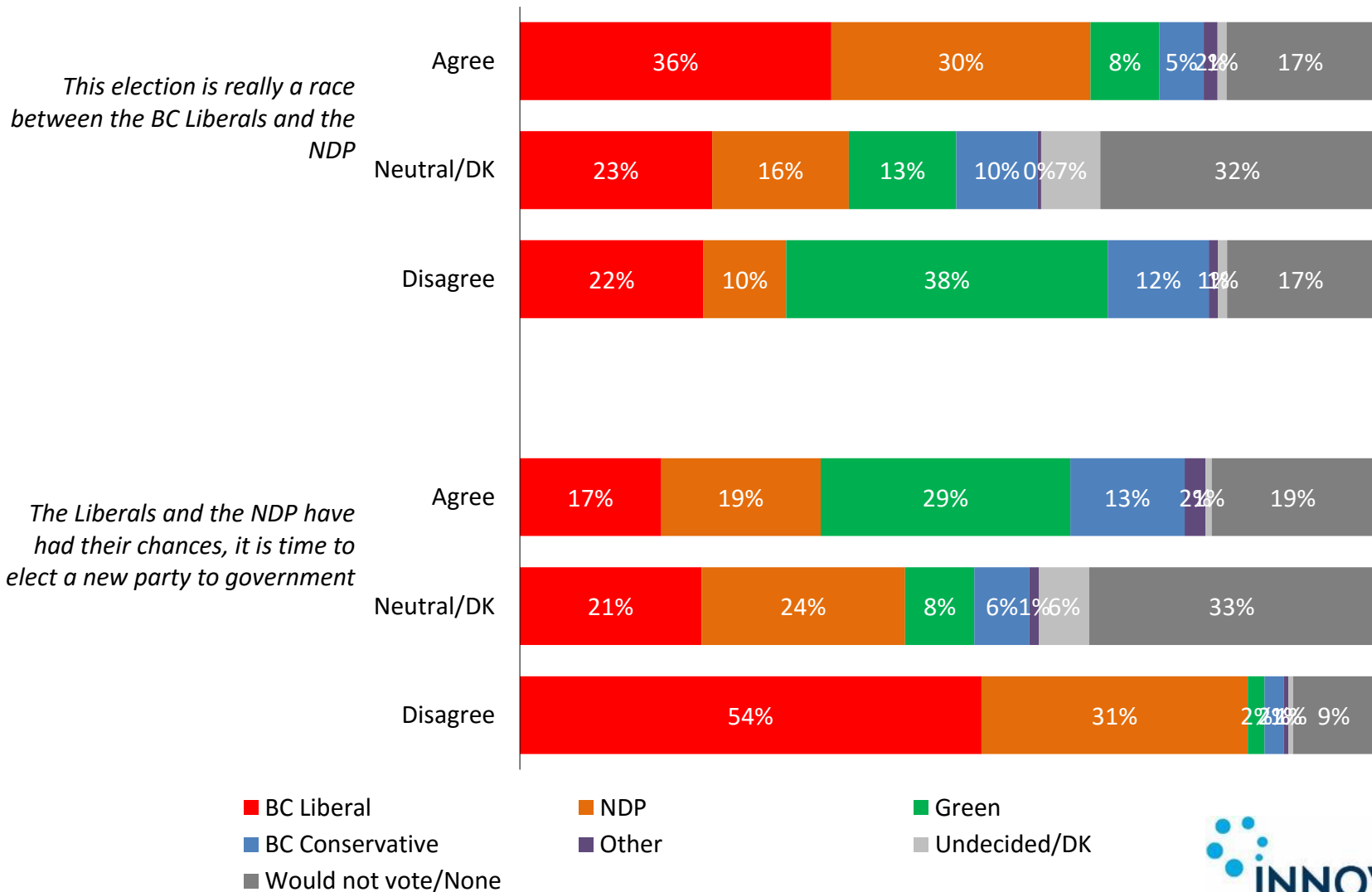
Third party consideration: Greens are hungry for an alternative, but other/unaligned groups are not

	Party Identification				
	BC Liberal	NDP	Green	Other	Unaligned
Really a Liberal/NDP race	+37%	+36%	-15%	+29%	+19%
Liberals and NDP have had their chances	-50%	-42%	+29%	-14%	-9%

Net agreement (Agree minus disagree)

Only 4-in-10 of those who think it is time for a new party to form government are voting Green or Conservative ⁷²

Combined vote (vote + lean)



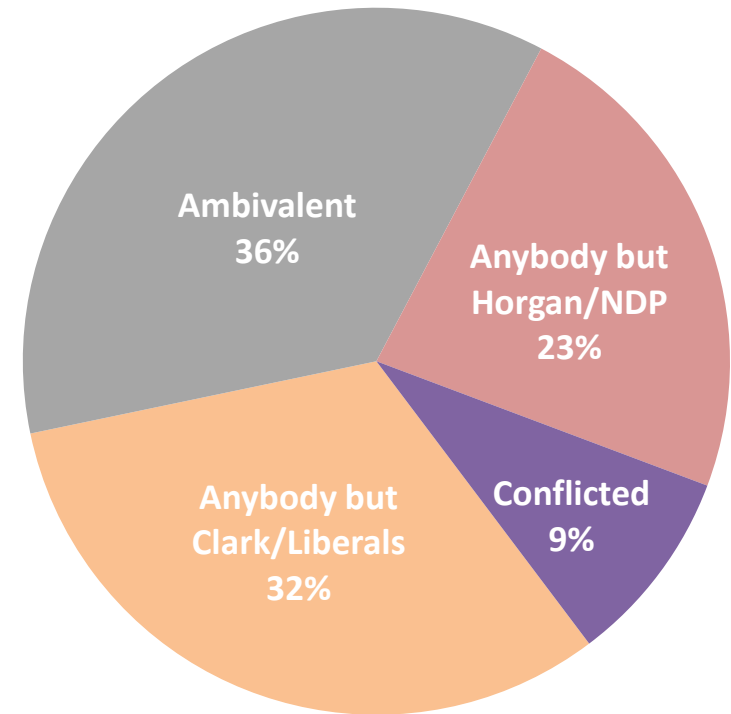
■ BC Liberal ■ NDP ■ Green
■ BC Conservative ■ Other ■ Undecided/DK
■ Would not vote/None

Anybody but ... segmentation

The most important thing in this election is keeping the NDP out of government

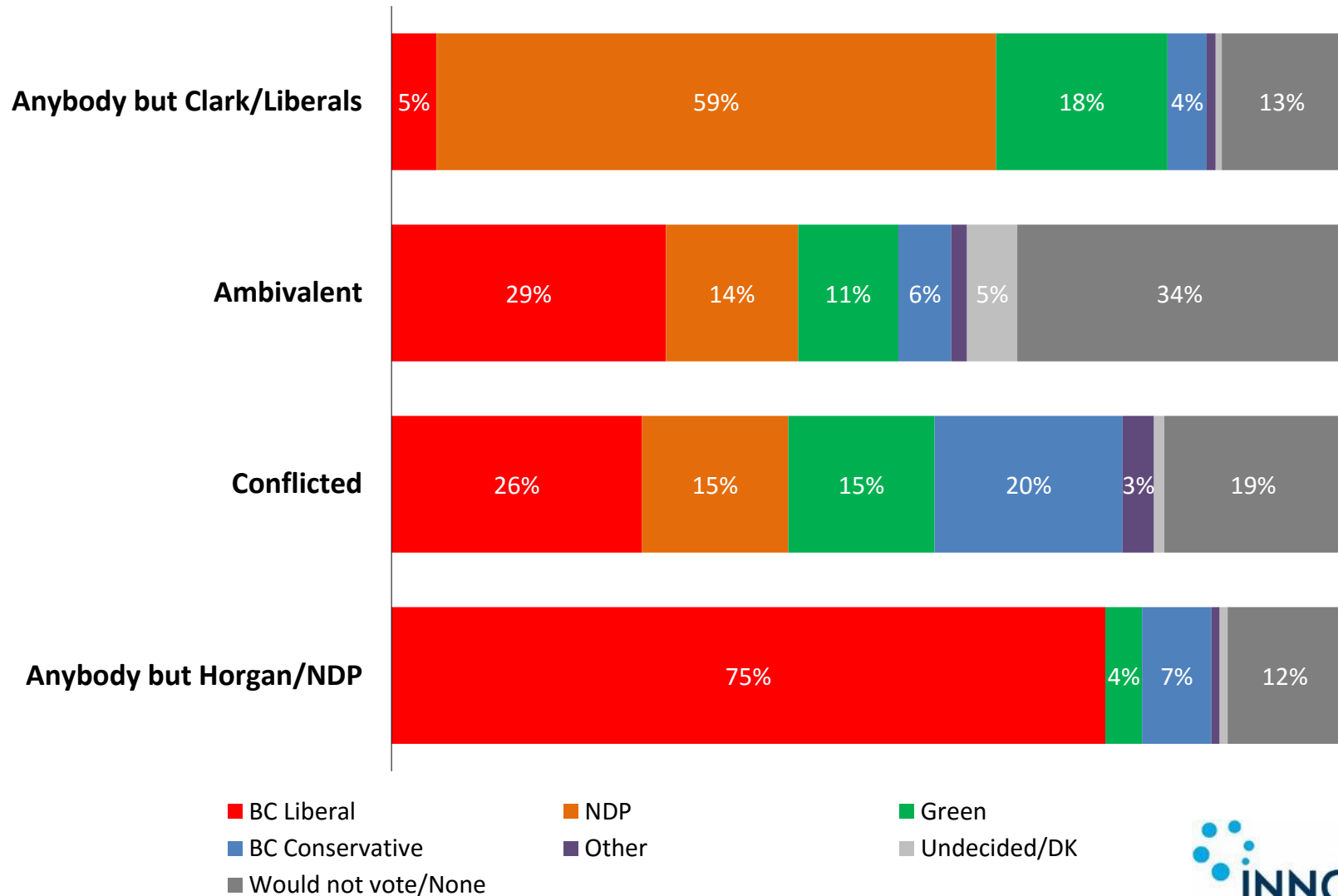
	Disagree	Neutral/DK	Agree
Disagree	Ambivalent		Anybody but Horgan/NDP voters
Neutral/DK			
Agree	Anybody but Clark/Liberal voters	Conflicted	

The most important thing in this election is to get rid of Christy Clark and the BC Liberals



Anybody but: NDP losing among ambivalent/conflicted groups by almost 2 to 1; 1-in-5 ABC voters voting Green also

Combined vote (vote + lean)



Value Clusters

Results from Apr 23 Wave

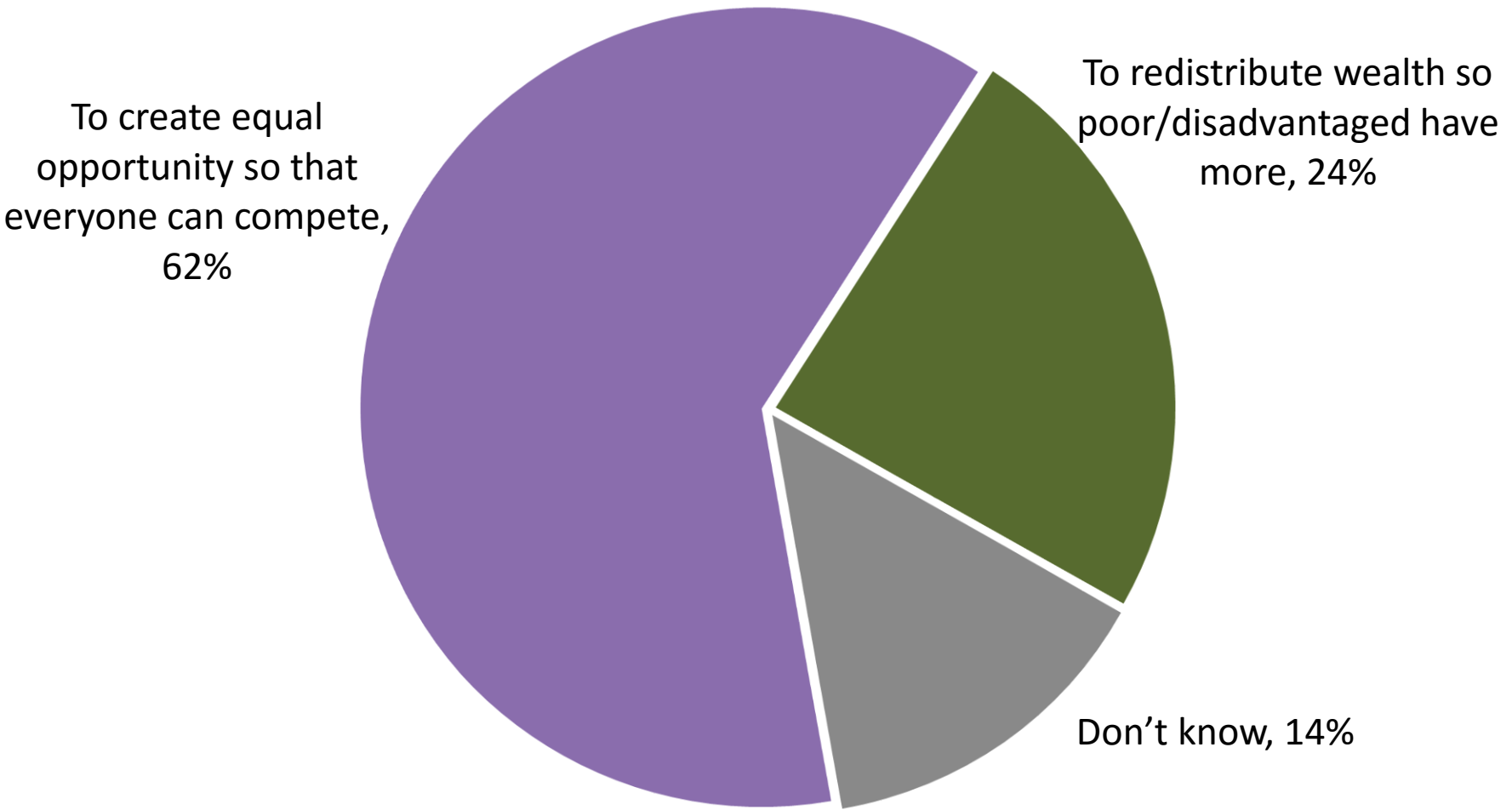
Summary: Green eats up 1-in-4 (24%) share of Core Left; plurality of “equal opportunity” BCers favour BC Liberals

BC Liberals has 2-1 lead among “equal opportunity” BCers; NDP wins Core Left but 1-in-4 (24%) would vote Green.

- A strong majority of BCers (62%) think that the role of government is to create equal opportunity so everyone can compete, not to redistribute wealth to the poor and disadvantages (24%).
- Among voters who think government is about equal opportunity, BC Liberals (42%) hold a 23-point advantage over the NDP (19%).
- In the BC value clusters, nearly 3-in-10 (28%) are “populist conservatives” and less than 2-in-10 are either “deferential conservatives” (17%) or core liberals (16%). About 2-in-10 fit the category of “Green left liberals” (19%) or the Core Left (20%).
- NDP hold a strong lead among the Core Left (43% vs. 24% Green and 9% BC Liberal) and a slight lead among Green left Liberals (28% vs. 20% BC Liberal). The remaining three categories all strongly favour the BC Liberals.
- The Core Left is much more likely to see Hogan as best premier (43% to 24% Weaver and 5% Clark), but the Green left Liberals are unsure and divided (24% Horgan, 14% Weaver, and 13% Clark with 47% “None/Don’t know”).
- Core liberals think it’s time for a change (+21), but don’t necessarily think the most important thing is getting rid of Clark (-4) or to keep out the NDP (0). They still think the BC Liberals are the best party to govern (+13).

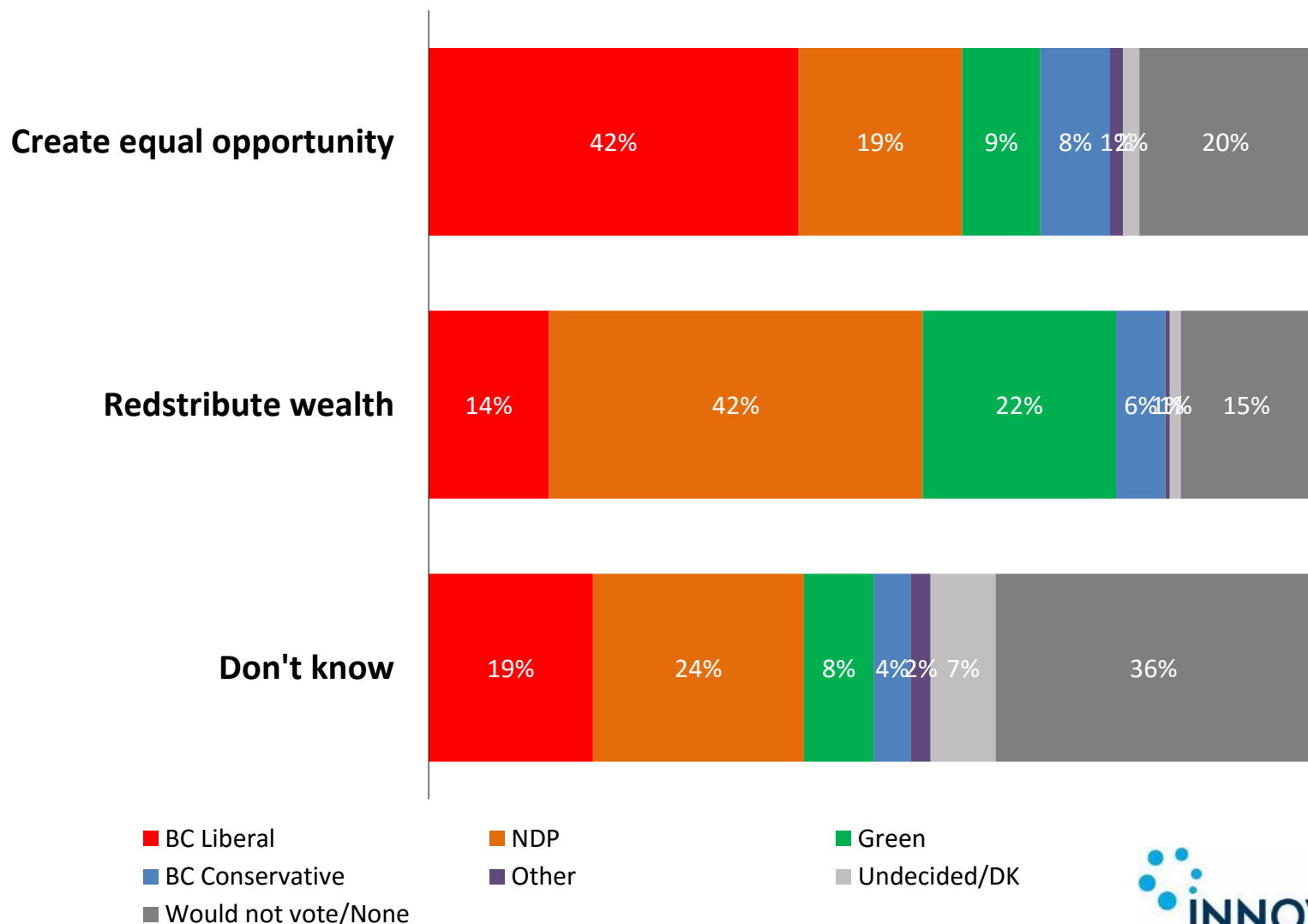
Redistribution vs. Equal opportunity: 6-in-10 BCers say the main role of government is to create equal opportunity

Q Is the main role of government to create equal opportunity so that everyone can compete on their own to be the best they can be OR to redistribute wealth so that the poor and disadvantaged have more than they would if left on their own?



Among voters who want government to create equal opportunity, Liberals have 23-point advantage over NDP

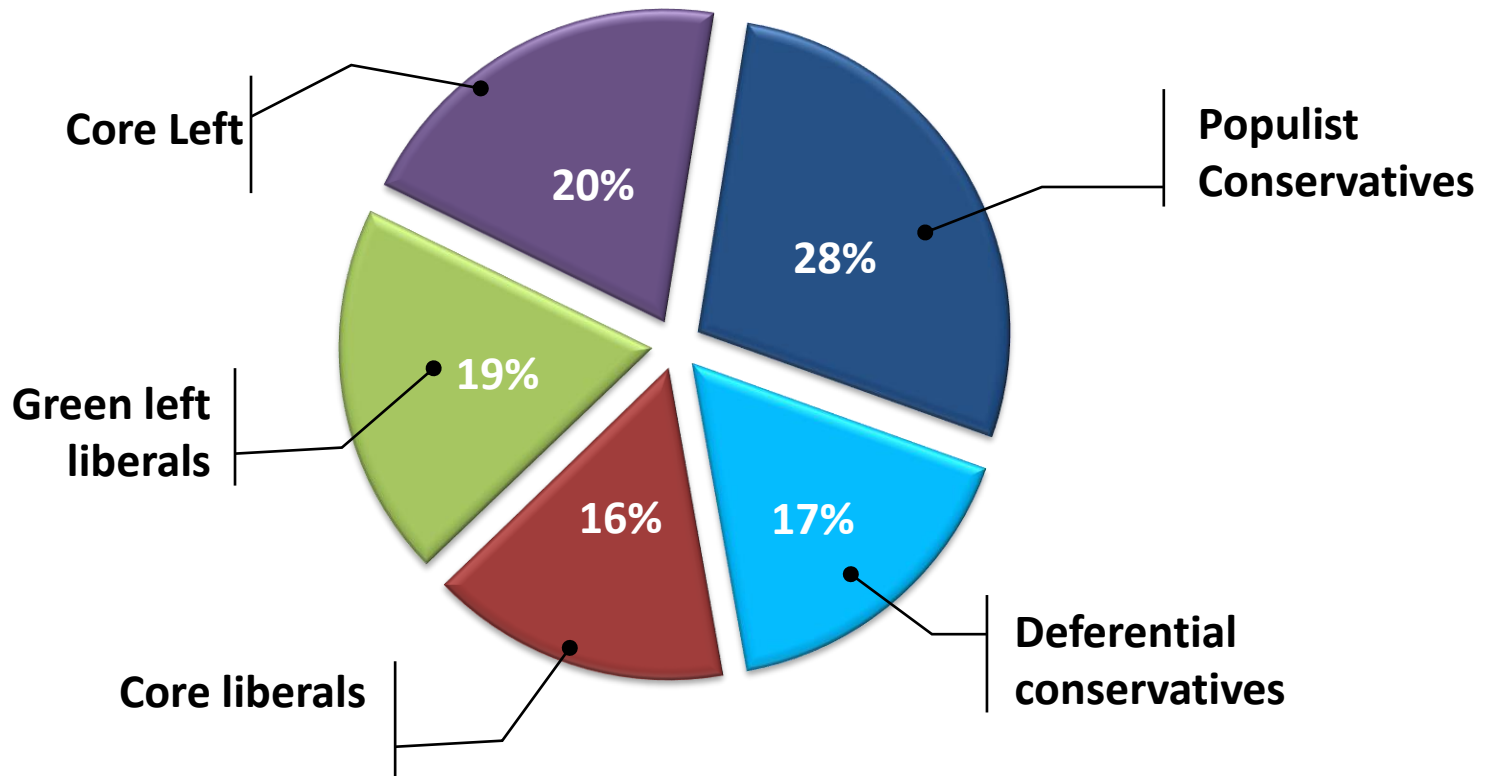
Combined vote (vote + lean) by preferred role of government



Cluster Analysis: Values clusters

We have used cluster analysis to group respondents who share common sets of values to better understand the motivations and needs of voters.

The following chart illustrates five unique groups among respondents of this survey based on their political values.



What defines each cluster?

		Core Left	Green Left liberals	Core liberals	Deferential Conservatives	Populist Conservatives
Government spending should be based on...	Ability to afford	14%	8%	0%	92%	94%
	Public need	79%	65%	84%	0%	0%
Main role of government to...	Redistribute wealth	98%	0%	7%	14%	4%
	Create equal opportunity	0%	68%	77%	80%	90%
When it comes to government decision making...	Common sense	52%	41%	50%	0%	90%
	Listen to experts	38%	30%	28%	87%	0%
The profit system...	Brings out worst in human nature	76%	43%	26%	8%	21%
	Teaches hard work and success	10%	21%	56%	80%	67%
If you had to choose	Cut taxes	19%	20%	32%	30%	44%
	Keep as they are	39%	43%	46%	56%	41%
	Increase taxes	32%	18%	13%	7%	10%
Thinking about role of government in the economy...	...needs to be an active partner to help BC businesses compete	65%	55%	54%	48%	28%
	...helps business the best by reducing taxes, staying out of the way	22%	15%	28%	41%	65%
When it comes to trade-offs which is more important	The economy	27%	0%	85%	60%	73%
	The environment	62%	81%	0%	29%	18%

Combined vote by value cluster: NDP lead among core left, but 24% also support the Greens

	Core Left	Green Left liberals	Core liberals	Deferential Conservatives	Populist Conservatives
BC Liberal	9%	20%	38%	58%	46%
NDP	43%	28%	21%	12%	16%
Green	24%	14%	6%	7%	5%
BC Conservative	5%	4%	10%	8%	10%
Other	1%	1%	1%	1%	3%
Would not vote	1%	6%	1%	2%	1%
Undecided/DK	18%	27%	23%	13%	20%

Note: Table shows column percentages

Best premier and leader favourables: many green left liberals are unsure who would make the best premier

	Core Left	Green Left liberals	Core liberals	Deferential Conservatives	Populist Conservatives	
Best Premier	Christy Clark	5%	13%	37%	62%	42%
	John Horgan	43%	24%	19%	12%	18%
	Andrew Weaver	24%	14%	10%	6%	6%
	Other	1%	1%	3%	0%	4%
	None of them stand out	21%	38%	26%	12%	23%
	Don't Know	6%	9%	6%	9%	7%
Leader favourables	Christy Clark	-55%	-34%	+1%	+43%	+9%
	John Horgan	+40%	+18%	+3%	-34%	-28%
	Andrew Weaver	+38%	+29%	+7%	+4%	-6%

Note: Table shows column percentages for best premier and net favourability for leader favourables.

Core liberals say it is time for change but are not concerned about either keeping NDP out or getting rid of Clark

Net agreement

	Core Left	Green Left liberals	Core liberals	Deferential Conservatives	Populist Conservatives
It's time for a change in government here in British Columbia	+74%	+45%	+21%	-20%	+1%
The BC Liberal Party has their problems, but they are still the best party to form government	-50%	-28%	+13%	+57%	+29%
I am so angry at the BC Liberal Party, I will never vote for them again	+34%	+5%	-13%	-56%	-27%
The most important thing in this election is to get rid of Christy Clark and the BC Liberals	+57%	+23%	-4%	-46%	-16%
The most important thing in this election is keeping the NDP out of government	-48%	-30%	+0%	+41%	+28%

Economic Opportunity

Results from Apr 23 Wave

Summary: Economic alienation is high - bad for the Liberals

Economic alienation is high – and on the rise.

- A majority think that the next generation will have fewer opportunities and think that it gets harder to get by every year. Fewer than one-in-five disagree with these statements (14% and 17%). A full three-in-ten are economically alienated – strongly agreeing that it gets harder to get by every year, no matter how hard they work.
- Still, a plurality, but a minority, believe in the Canadian dream here in B.C. - 47% agree that you can be anything you want if you're willing to work. But many of these individuals are also struggling. One-in-five British Columbians believe in the dream but are finding it harder to get by.
- Just over than one-in ten (12%) are dreamers *and* achievers - agreeing that you can be anything if you're willing to work and are not finding it harder to get by.

Feelings of economic alienation affect party brand

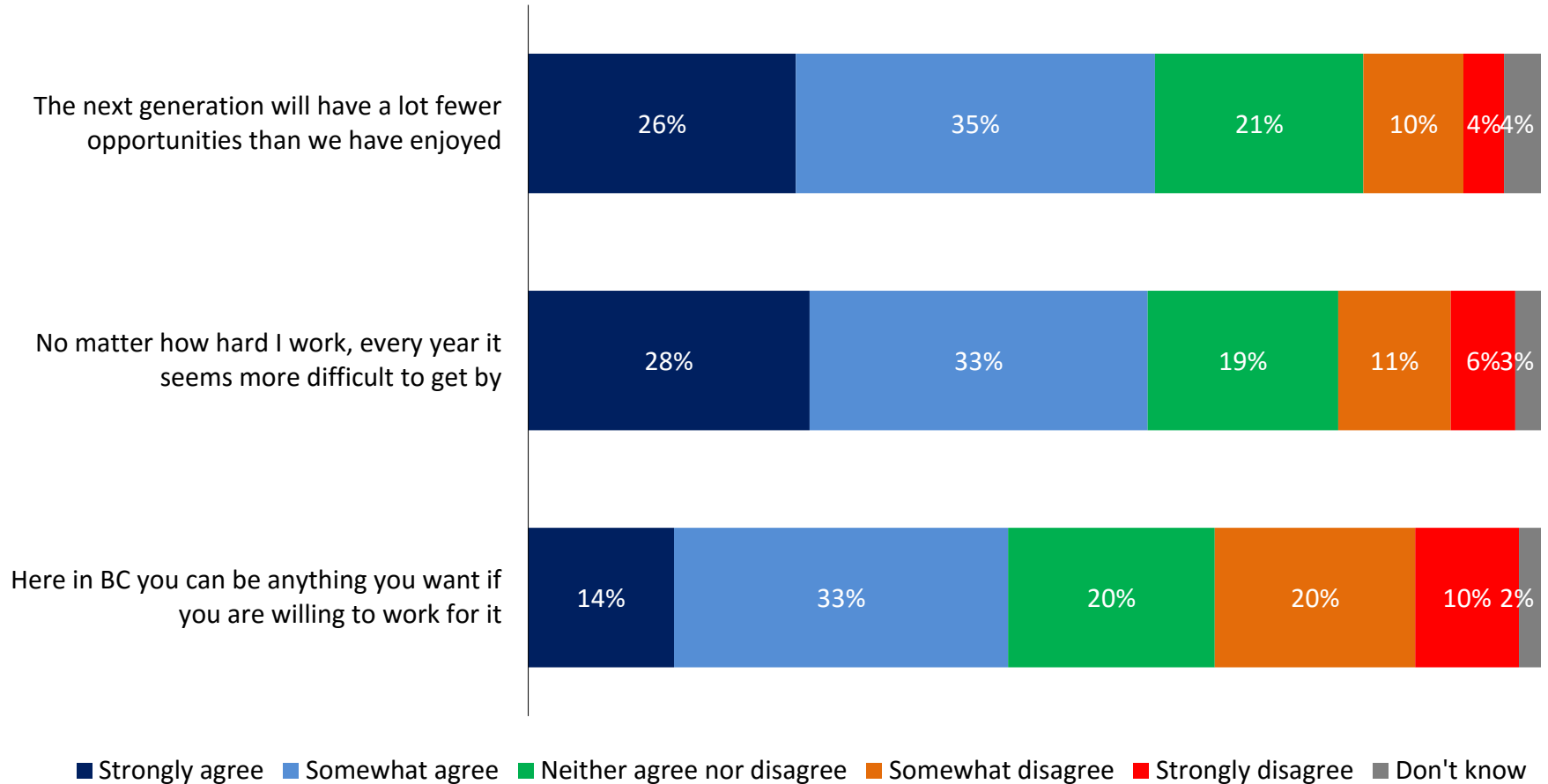
- Those who feel pessimistic about the economy for themselves or future generations think the NDP would do a better job at providing opportunities for the youth.
- If someone believes in the Canadian dream they also think the Liberals are the best party to provide opportunities for youth by an almost four to one ratio: 35% of those who agree you can be anything you want think the Liberals are the better part, compared to just 8% of those who disagree.

This is not good news for the Liberals

- The NDP do better than the Liberals among those who feel pessimistic about opportunities for future generations and among those who are finding it harder to get by.
- Those who are alienated align themselves with the NDP by almost 3 to 1 ratio (45% are NDP, 16% identify as Liberal).
- Liberal support is concentrated among those who have achieved the dream and those who still have it in sight, in other words, those who believe that you can be anything if you're willing to work and are either not finding it harder to get by or finding it only somewhat harder.

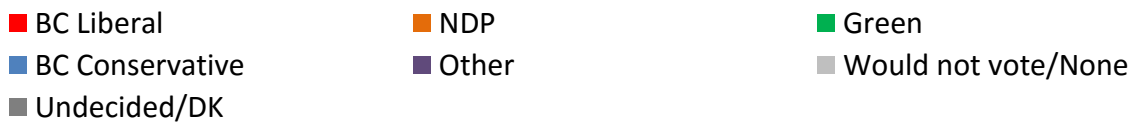
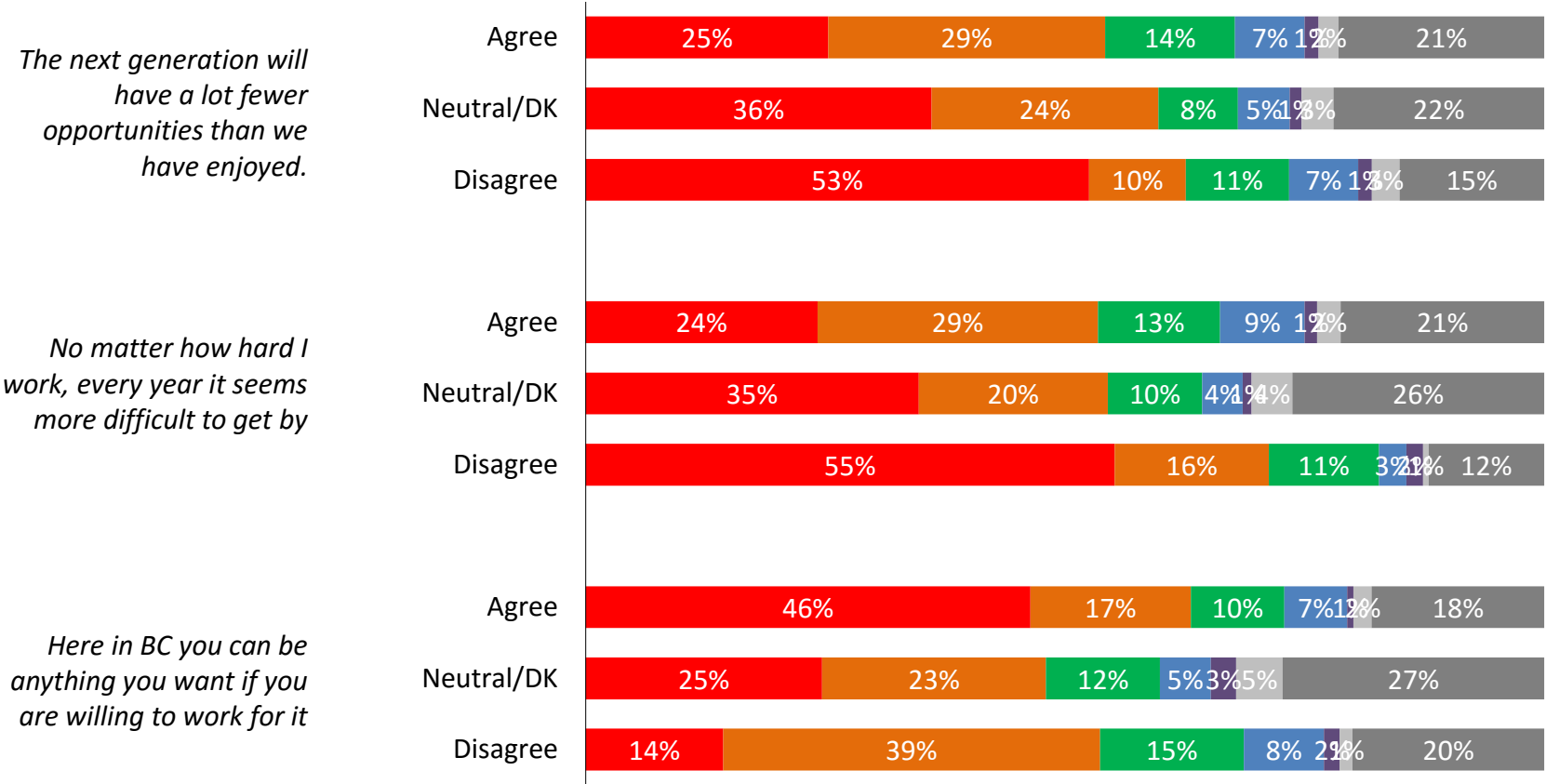
Economic opportunities: 6-in-10 think next generation will have fewer opportunities, more difficult to get by

Q For each of the following statements please indicate if you agree or disagree?
[asked of all respondents in BC]



Vote by Economic opportunities: NDP lead among those concerned about economic future

Combined vote (vote + lean)

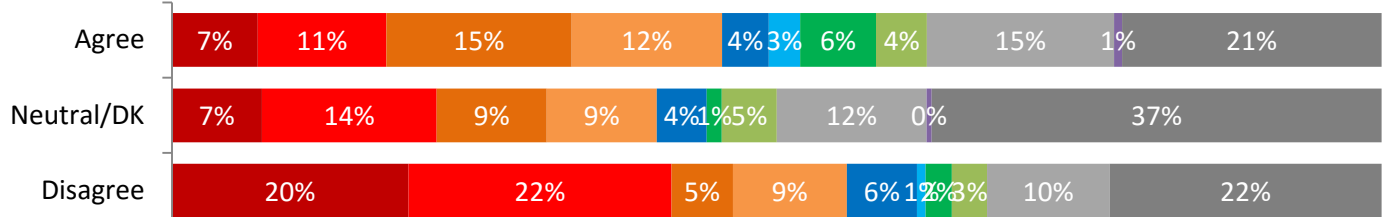


Best party to provide opportunities for youth: more of those concerned about economy pick NDP; most are undecided/DK

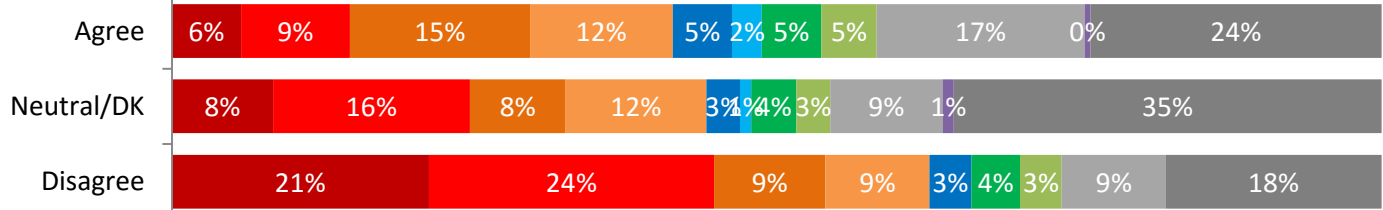


Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Providing opportunities for young people**

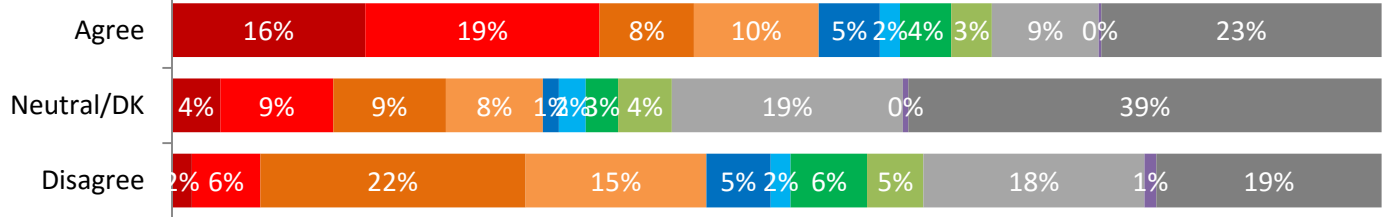
The next generation will have a lot fewer opportunities than we have enjoyed.



No matter how hard I work, every year it seems more difficult to get by



Here in BC you can be anything you want if you are willing to work for it

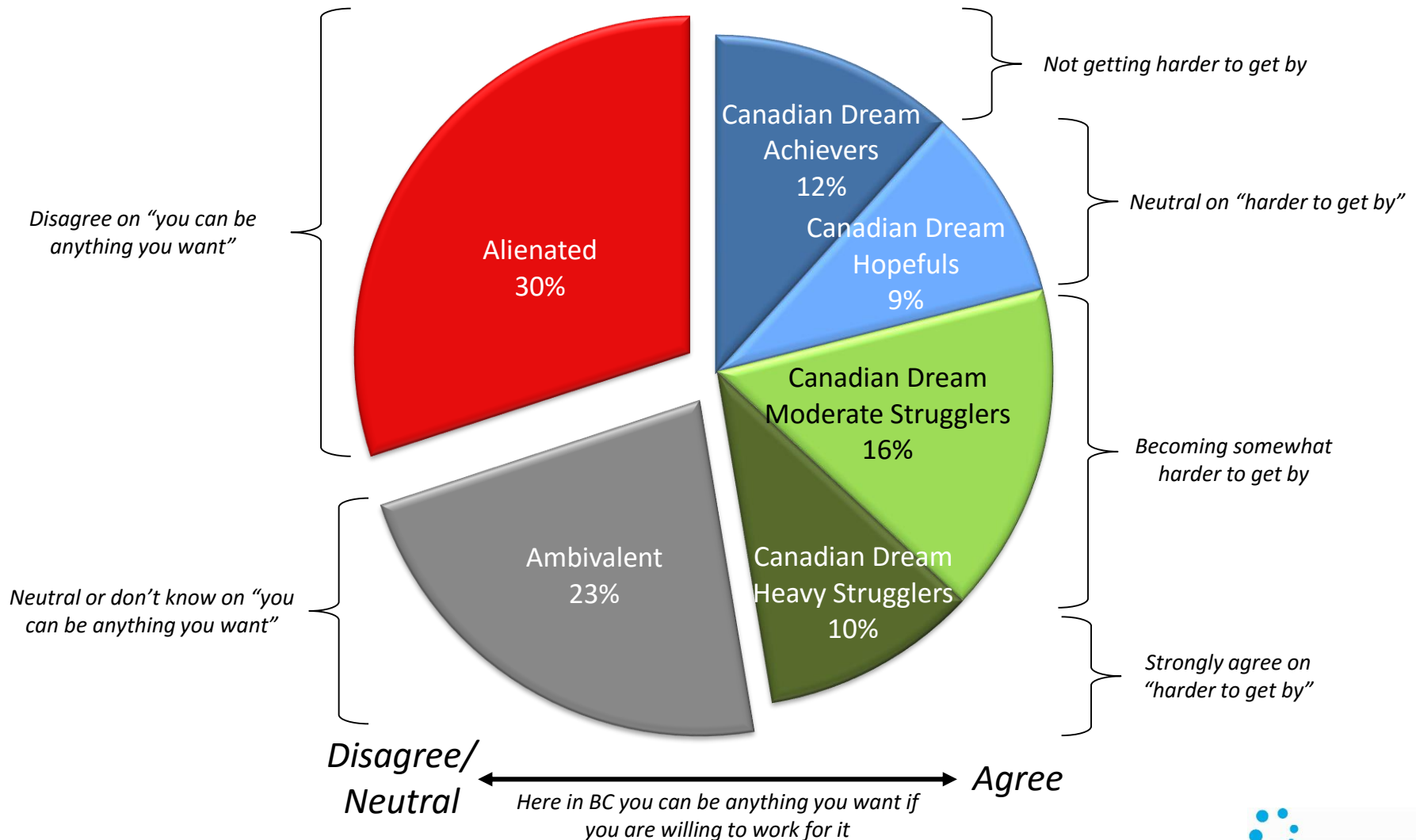


- BC Liberal much better
- BC Liberal somewhat better
- NDP much better
- NDP somewhat better
- BC Conservatives much better
- BC Conservatives somewhat better
- Green Party much better
- Green Party somewhat better
- None
- Other
- Don't Know



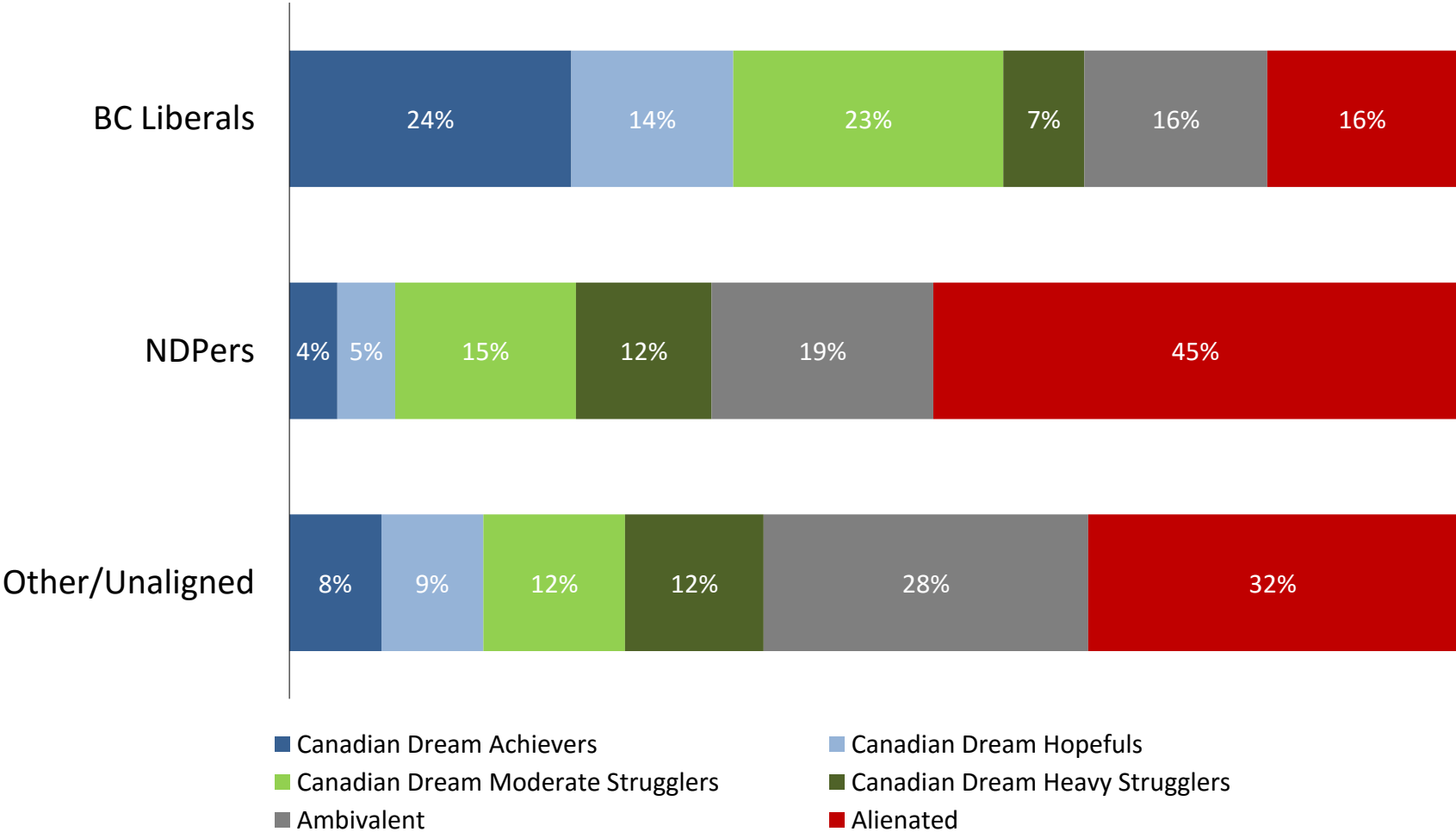
Economic opportunity segmentation: Just 1-in-8 respondents believe in the Canadian dream and feel they have achieved it

Economic opportunity segmentation: Agree with "Here in BC you can be anything you want if you are willing to work for it" BY Agree with "No matter how hard I work, every year it seems more difficult to get by".



Vote by PID and Economic opportunity: over half of NDPers⁹⁰ and unaligned voters ambivalent or alienated

Economic alienation segmentation by Party identification

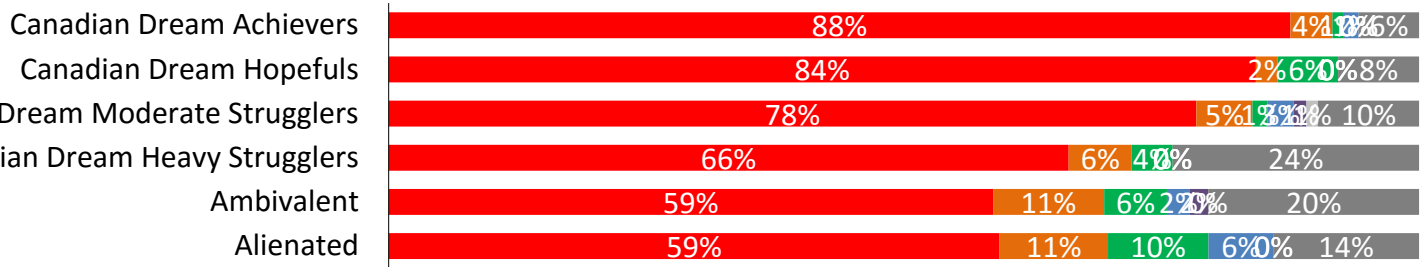


Vote by PID and opportunity: among other/unaligned voters⁹¹

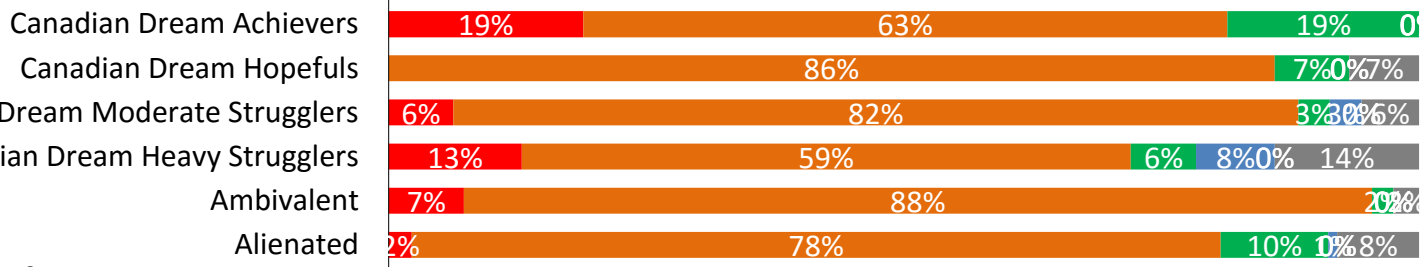
NDP leads with alienated, but trails in all other segments

Combined vote (vote + lean) by Party identification and Economic Alienation

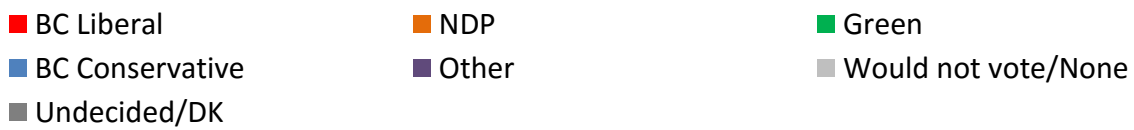
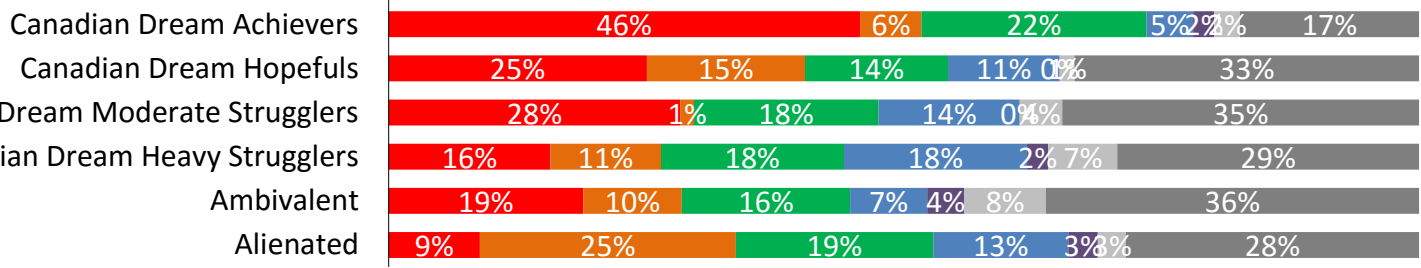
BC Liberals



BC NDPers



Other/Unaligned



Combined Vote: NDP not winning over those who are currently struggling but still believe in the Canadian dream

Economic opportunity segmentation

	Canadian Dream Achievers	Canadian Dream Hopefuls	Canadian Dream Moderate Strugglers	Canadian Dream Heavy Strugglers	Ambivalent	Economically Alienated
BC Liberal	68%	47%	44%	24%	25%	14%
NDP	9%	18%	19%	21%	23%	39%
Green	9%	10%	8%	13%	12%	15%
BC Conservative	2%	5%	7%	12%	5%	8%
Other	1%	0%	1%	1%	3%	2%
Would not vote	1%	1%	2%	4%	5%	1%
Undecided/DK	9%	20%	19%	25%	27%	20%

Note: Table shows column percentages

Reactions to Christy Clark by Gender

Results from Apr 23 Wave

Summary:

Partisanship is the key determinant of feelings towards Christy Clark

- Liberals have favourable opinions about Christy Clark, NDP have unfavourable ones; those who identify with the Liberals think Clark sends a positive message to young women and disagree that her performance will make it harder for women in politics, the opposite is true of NDPers.

But gender matters

- Liberal men view Clark most favourably and NDP least favourably. Compared to their male counterparts, Liberal women are less enthusiastic and NDP women are less hostile.
- NDP men agree that Clark will make it harder for women in politics in B.C., while women in the party are more neutral.
- Most striking, even though they feel less positively towards her than do men in the party, Liberal women agree that, as the first woman elected as Premier, she sends a positive to young women. They also disagree more intensely that her performance will make it harder for other women.

Age also matters.

- Young women 18-34 feel the most positive about the message that Clark sends, while men in this category feel the most pessimistic. There is a 22 point difference in net agreement between these two groups.
- At the same time, both men and women in this age category feel concerned about the impact of her performance on other women in politics. Those 55+, especially women, are much more likely to disagree that she has made it harder.
- Women 35-54, unlike their older and younger counterparts, look more similar to men the same age

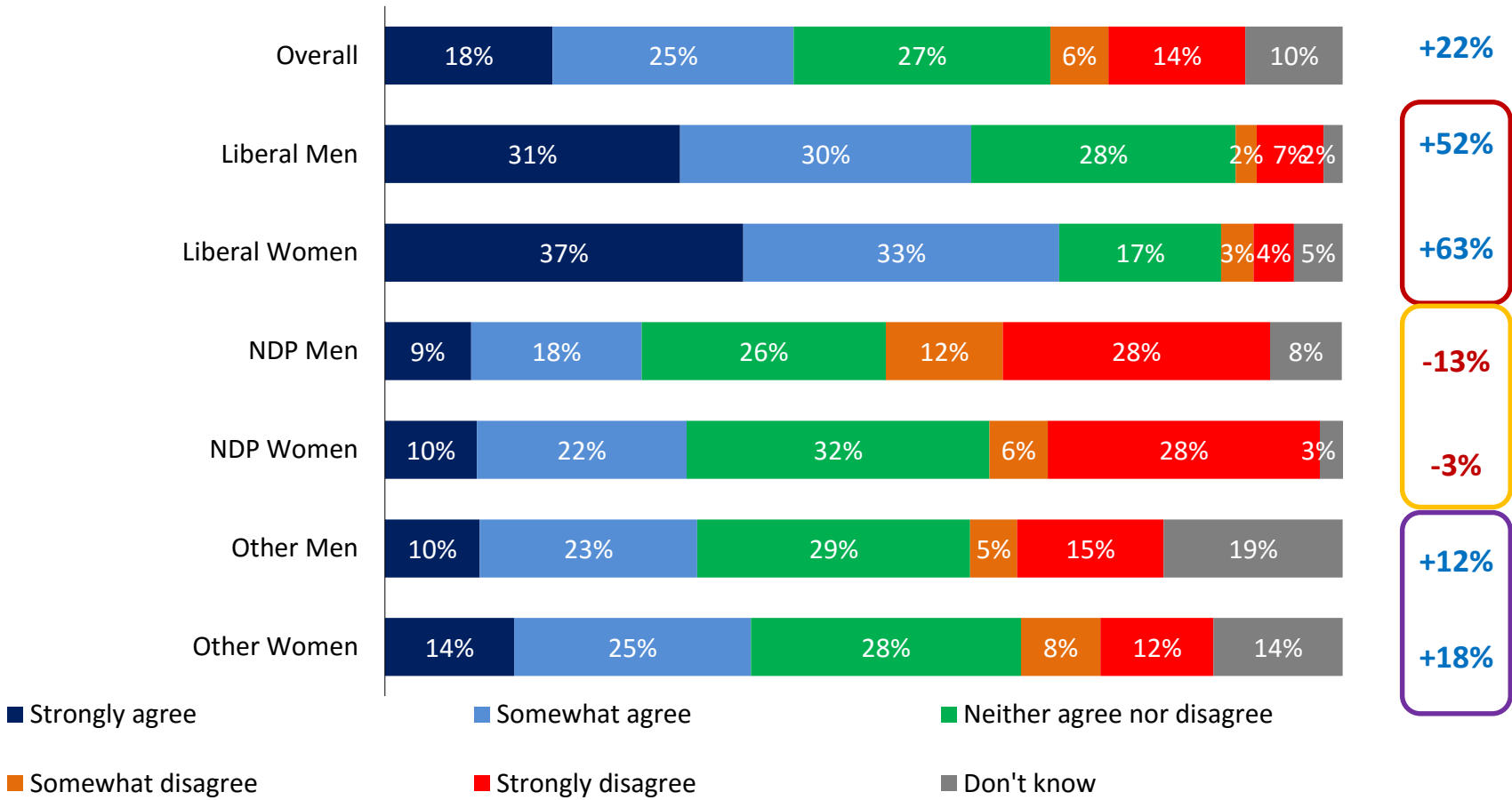
Clark as first elected woman Premier: Opinion depends on party ID and gender, women more optimistic than men



For each of the following statements please indicate if you agree or disagree? Having Christy Clark as BC's First elected woman Premier sends a positive message to young women **[by party ID and gender]**

[asked of all respondents in BC]

Net Agree



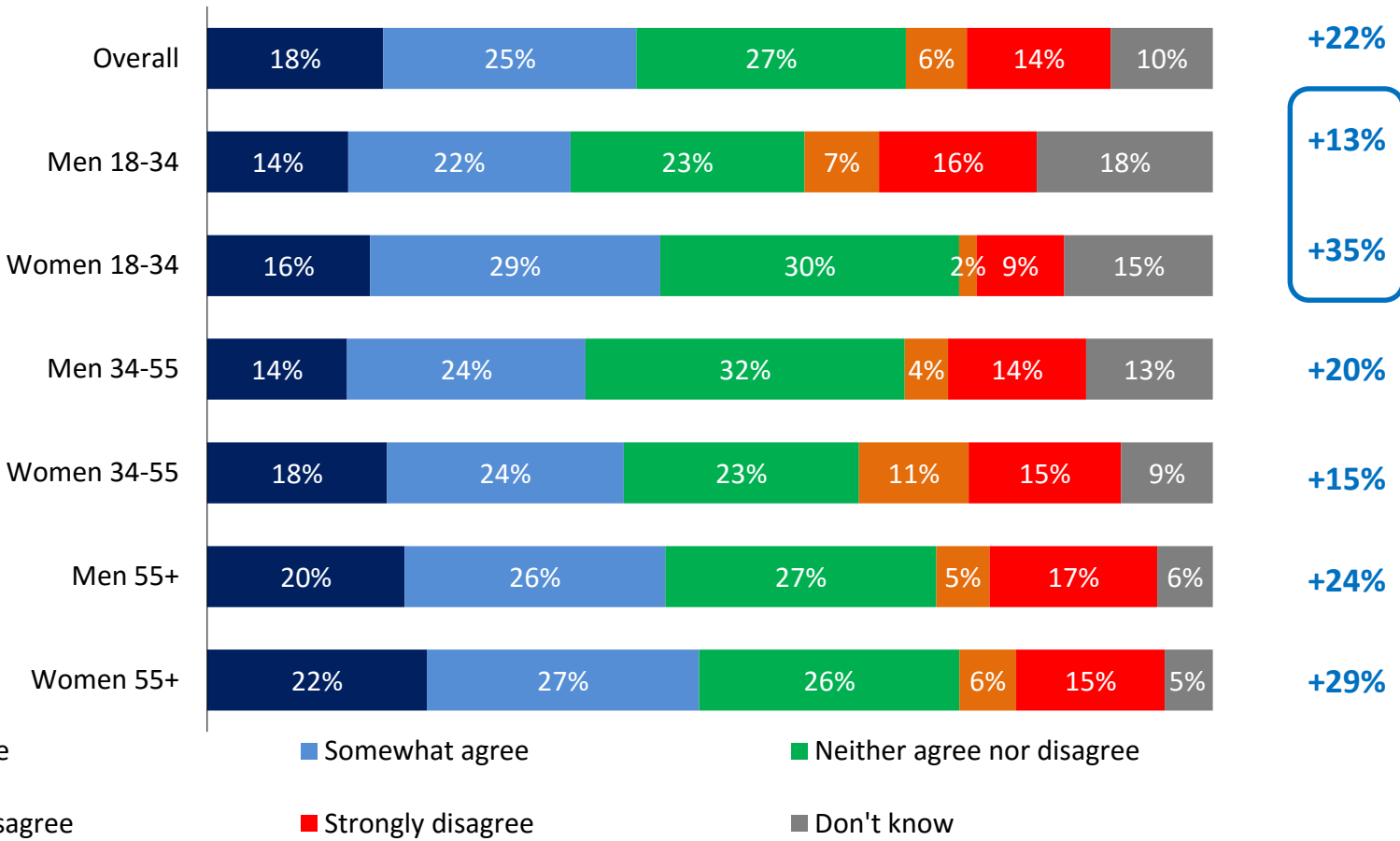
Clark sending a positive message: Young men much less likely to agree than young women – 22 point gender gap



For each of the following statements please indicate if you agree or disagree? Having Christy Clark as BC's First elected woman Premier sends a positive message to young women [by gender and age]

[asked of all respondents in BC]

Net Agree



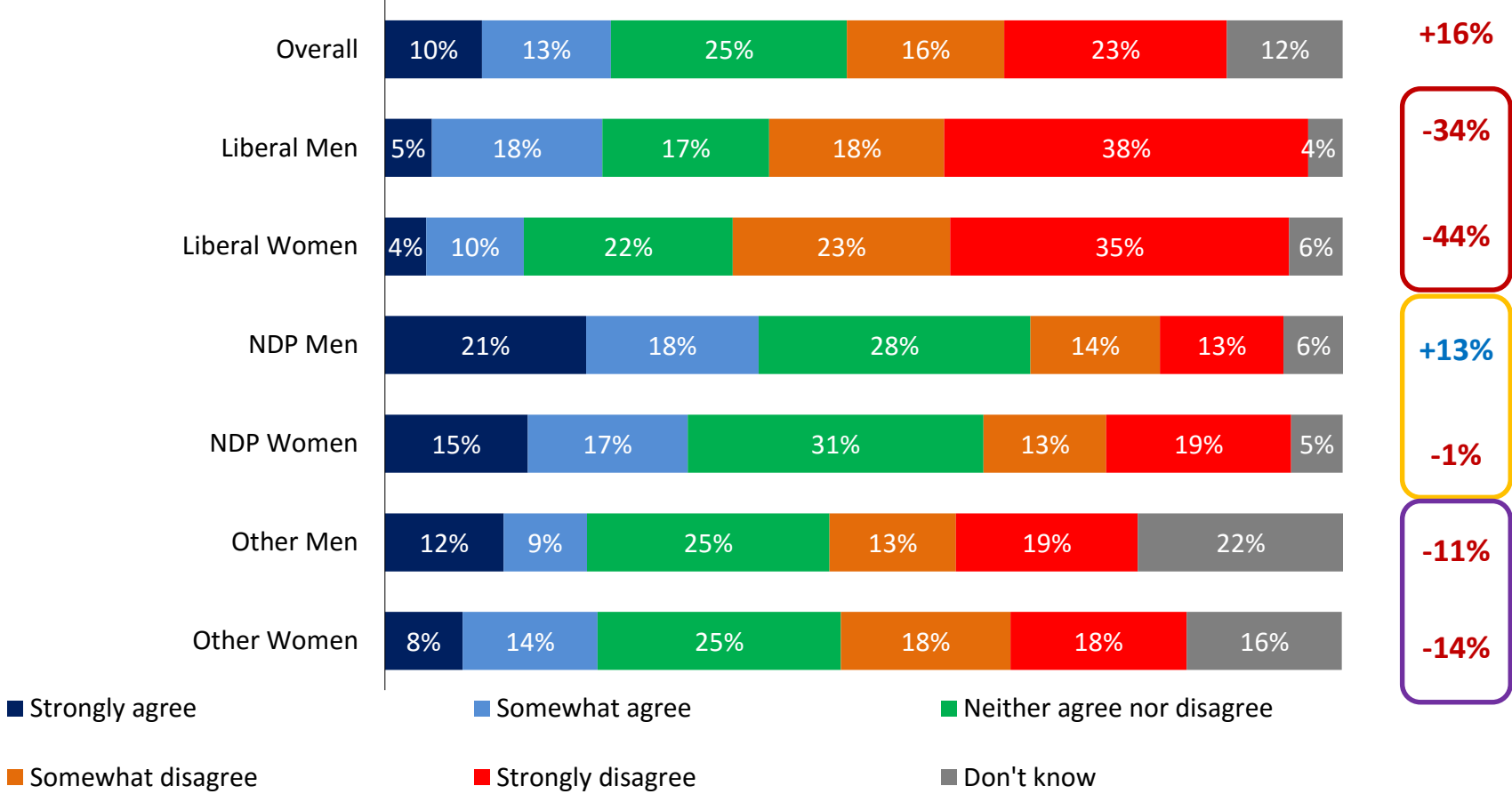
Clark and Women in Politics: Women less pessimistic than men on the effect of Clark on other women in politics



For each of the following statements please indicate if you agree or disagree? - Christy Clark's performance as BC's first elected woman Premier will make it harder for other women to get ahead in politics. **[by party ID and gender]**

[asked of all respondents in BC]

Net Agree



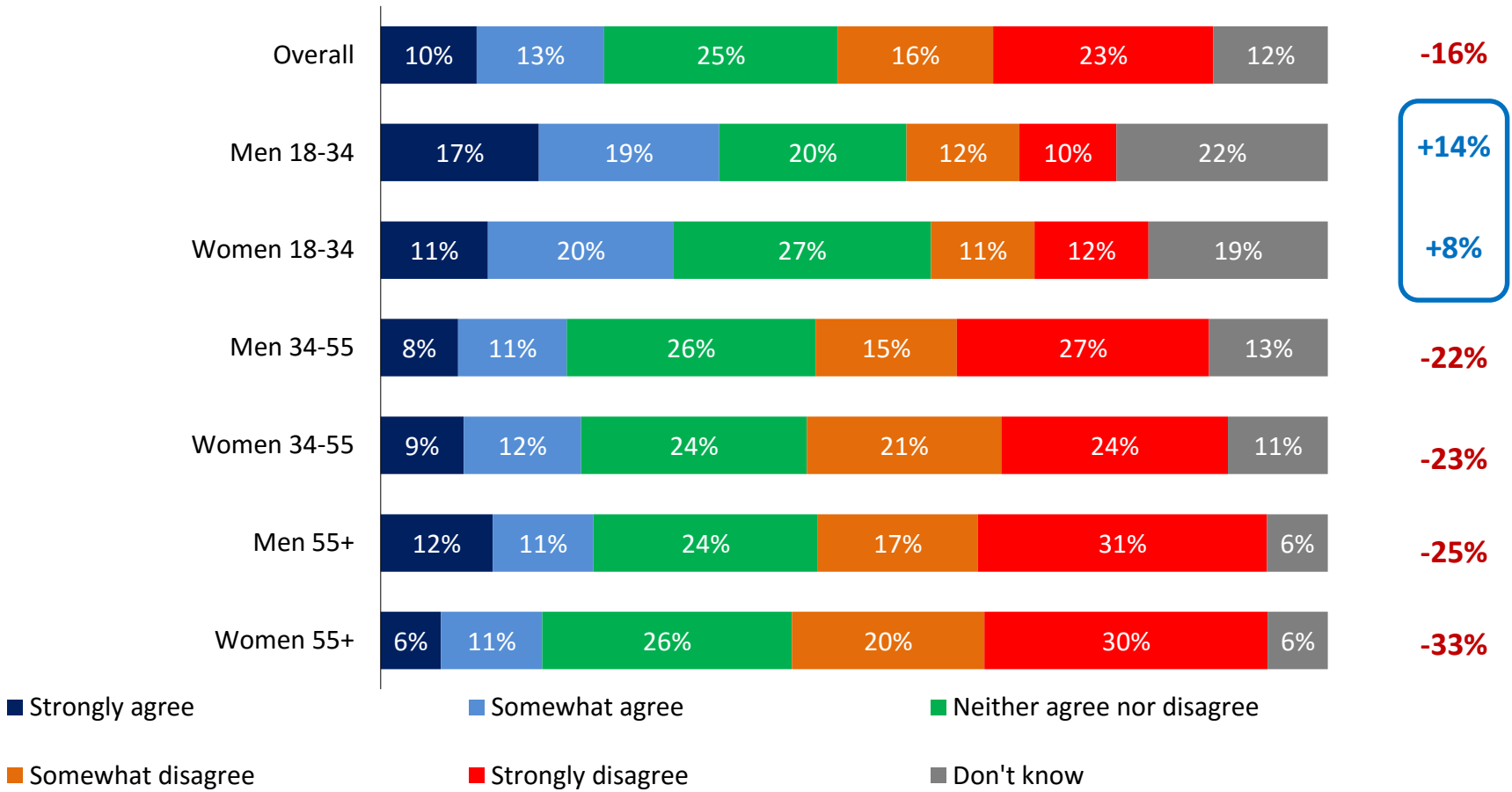
Clark and Women in Politics: Age matters - young men and women think Clark makes it harder for women in politics



For each of the following statements please indicate if you agree or disagree? - Christy Clark's performance as BC's first elected woman Premier will make it harder for other women to get ahead in politics **[by gender and age]**

[asked of all respondents in BC]

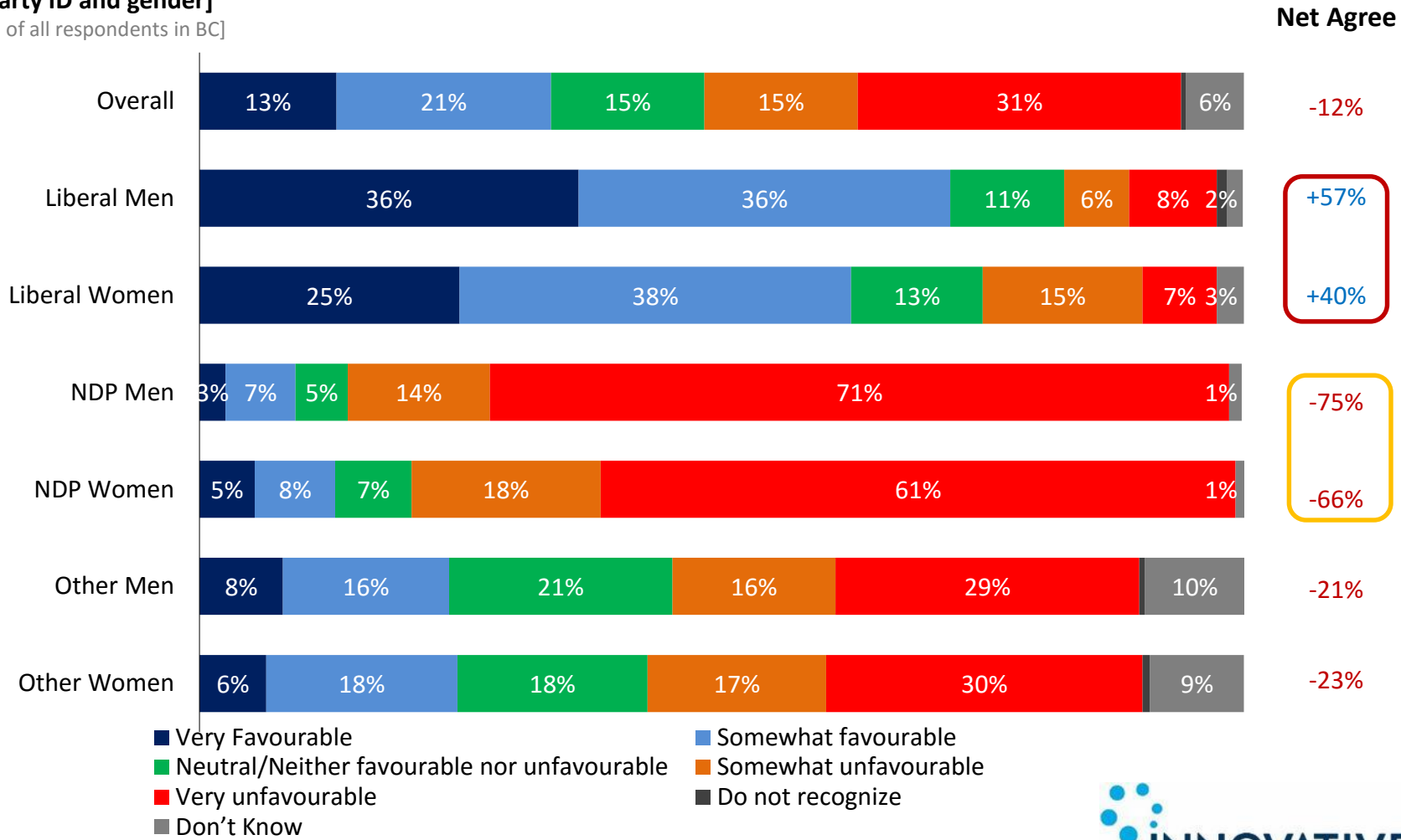
Net Agree



Christy Clark Favourability by Gender-Party: Most favourable⁹⁹ among BC Liberal men, most unfavourable among NDP men



... please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate. **Christy Clark**
[by party ID and gender]
 [asked of all respondents in BC]



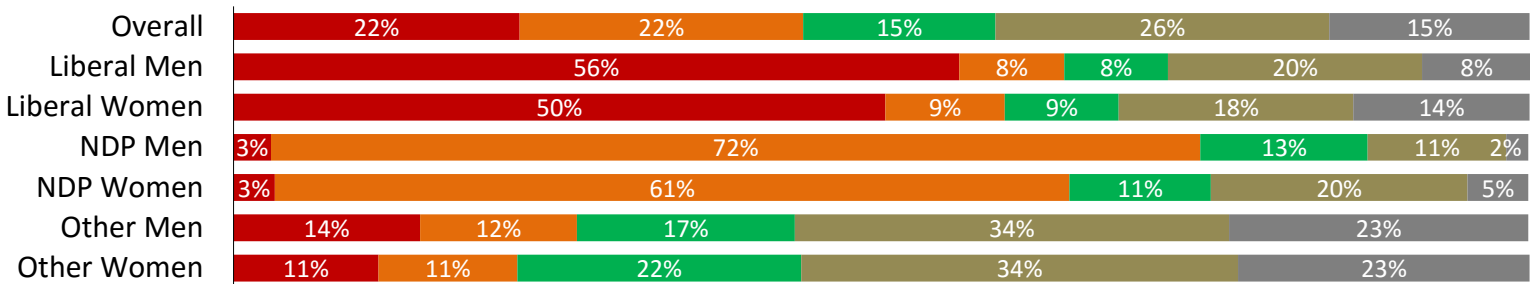
Leadership Attributes by Gender-Party: BC Liberal and NDP

women view their party leadership less positively than men

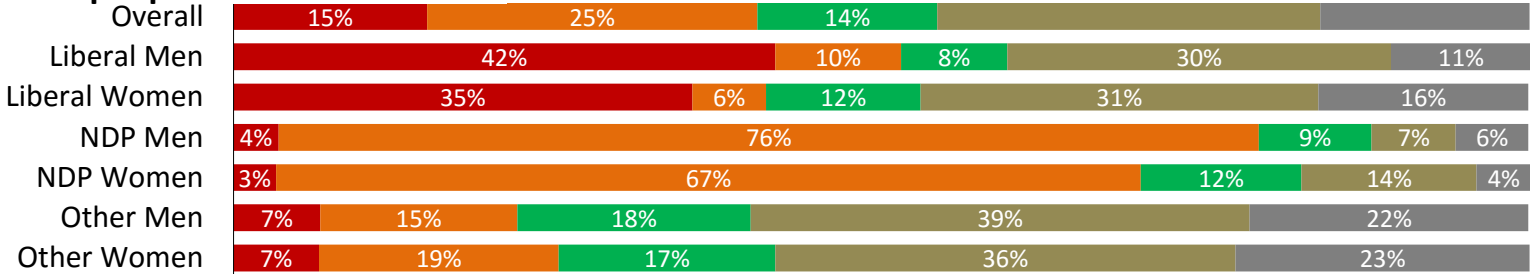


Below is a list of different words or phrases that describe the political leaders. For each word or phrase, please indicate which of the leaders it BEST describes or whether none of them stand out on that item. [by party ID and gender]

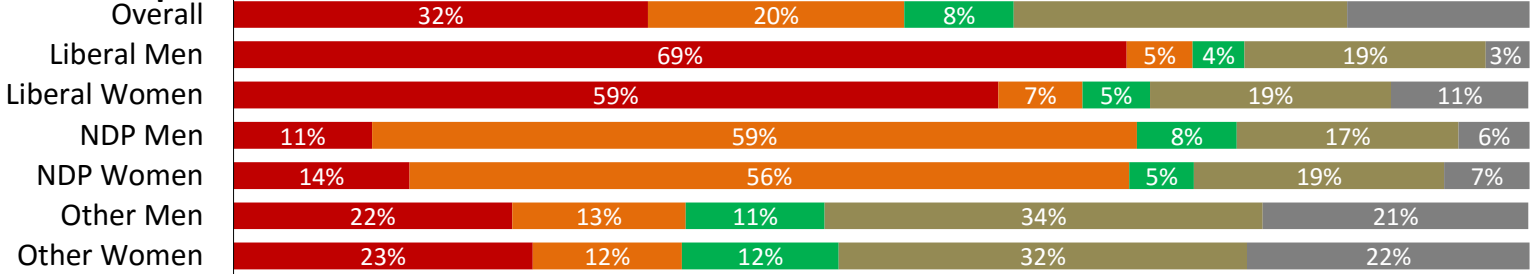
Stands for what I believe



Cares about people like me



Strong Leadership



■ Christy Clark, BC Liberals
■ John Horgan, BC NDP
■ Andrew Weaver, BC Green Party
■ None of them stand out
■ Don't know





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